

MAY -8 1925

THE CRACKERJACK

Photoplay in 7 reels

Story by Dick Friel

Directed by Chas. Hines

Author of the photoplay (under section 62)  
East Coast Films, Inc. of U.S.

MAY -8 1925

Washington, D. C.

Register of Copyrights  
Washington, D. C.

Dear Sir:

I herewith respectfully request the return of the following  
named motion picture films deposited by me for registration of  
copyright in the name of East Coast Films, Inc.

The Crackerjack - 7 reels

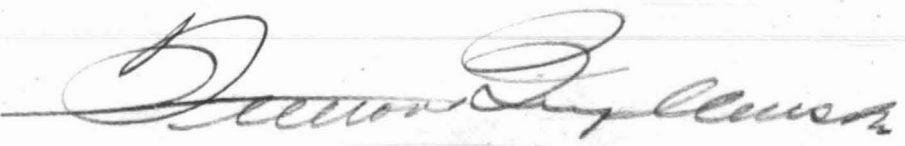
Respectfully,

FULTON BRYLAWSKI

The East Coast Films, Inc.  
hereby acknowledges the receipt of two copies each of the  
motion picture films deposited and registered in the Copyright  
Office as follows:

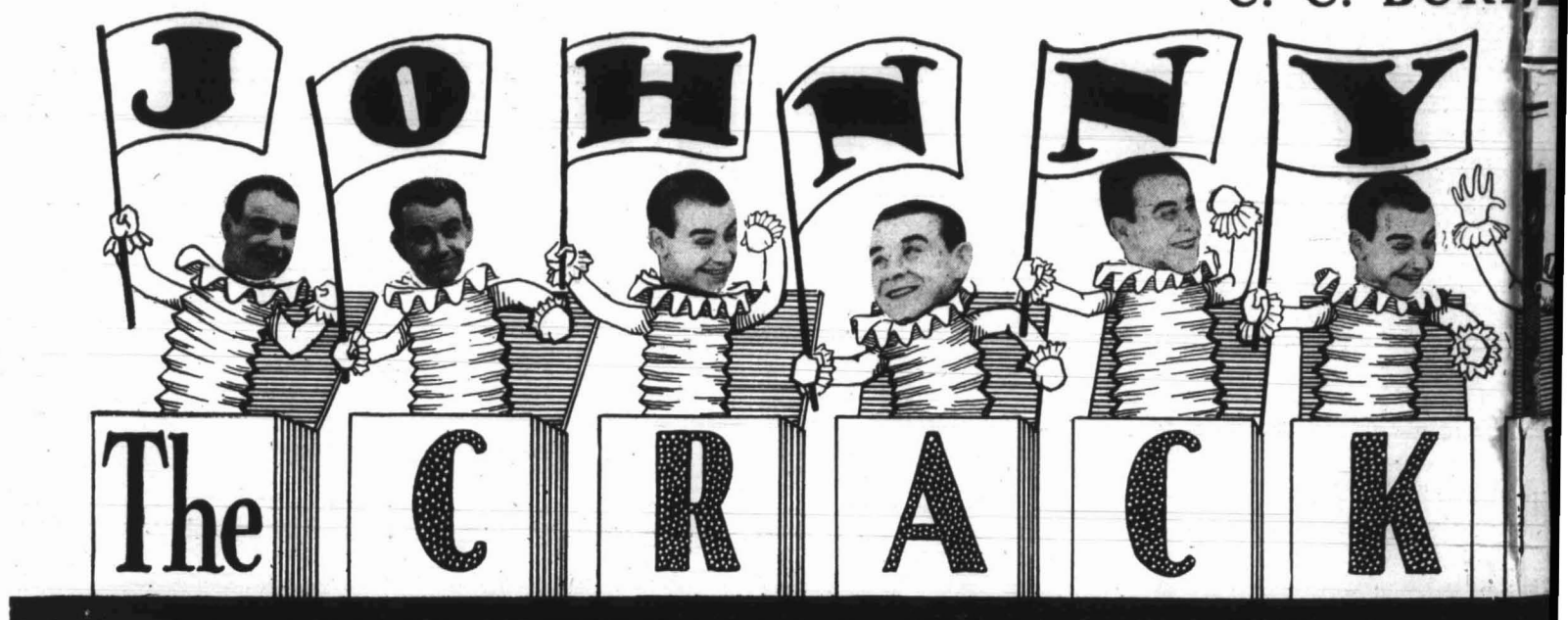
<u>Title</u>	<u>Date of Deposit</u>	<u>Registration</u>
The Crackerjack	5-8-25 ©CIL 21442	

The return of the above copies was requested by the said  
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May, 1925 and the said Fulton Brylawski for himself, and as  
the duly authorized agent and attorney of the said Company,  
hereby acknowledges the delivery to him of said copies, and  
the receipt thereof.

  
MAY 12 1925

# EVEN GREATER THAN

C. C. BURR



*Distributed by* EAST COAST FILMS, Inc., C. C. BURR, Man

## A Cyclonic Production Jammed With Ingenious Comedy Thrills---It's Johnny

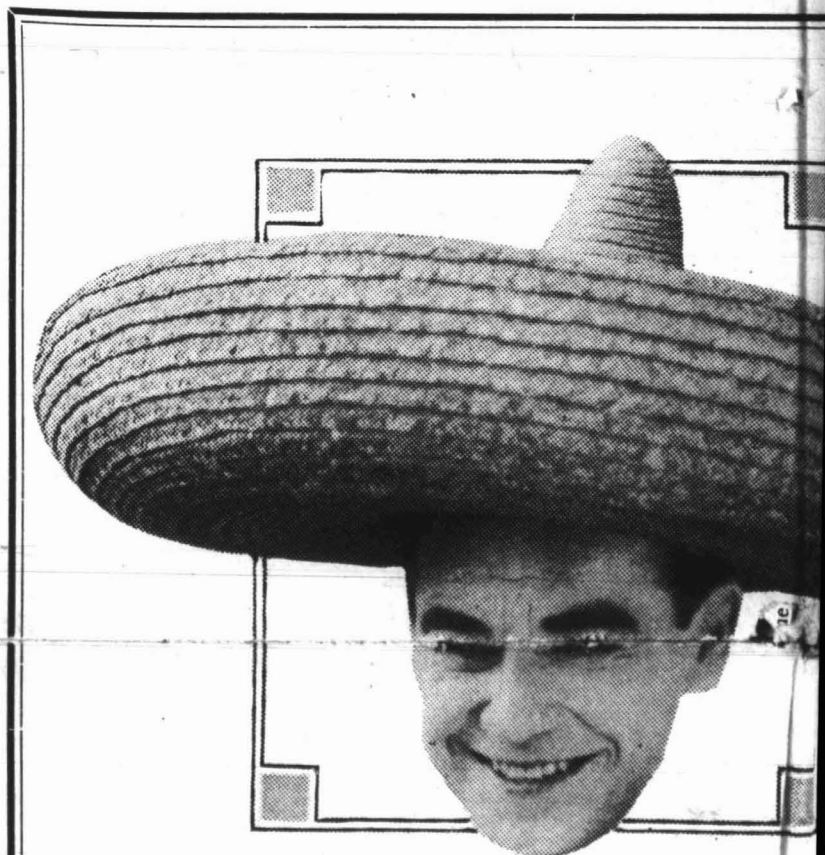
### SYNOPSIS



TOMMY PERKINS earned his way through college by flapping pancakes in a restaurant. His personality in the restaurant made itself felt with Rose Bannon, who with her father, General Bannon, and Alonzo Lopez were among the diners of the emporium.

Having completed his college work, Tommy decided to put Perkin's Pickles on the map. Arriving at the factory he finds everything in a dilapidated state, and forthwith inaugurates sweeping changes that turn the old order of things upside down.

Through Tommy's ingenuity, a new product called Perkin's stuffed pickles is put on the market, but finding business dull, Tommy inaugurates an advertising scheme that is productive of results. In the midst of all of this, Col. Perkins receives word from his agent across the border that he has lost out on a contract for a large order that was to be shipped to Esquasada, a South American country. Tommy decides to take things into his own hands by personally conducting an advertising campaign of his own. In a small store near the border he meets Rose Bannon and subsequently discovers that it is the headquarters of Lopez and General Bannon, who are hatching a scheme to overthrow the government of Esquasada. Further information reveals the fact that General Bannon, who was wrongfully accused of planning to assassinate the president of Esquasada, has been banished from the country. Tommy, after securing an order for 50,000 jars of stuffed pickles from General Bannon, subsequently learns that it is the intention of Lopez and Bannon to have the pickles shipped to their headquarters, so that they can remove the stuffing and insert bullets into the pickles in order to reship them to Esquasada. Tommy has become enamoured of Rose, and fearful lest the revolutionary plans of her father go amiss, causing their death, he orders the factory to make two shipments of pickles, one addressed to Alonzo Lopez and another in which cartridge shells stuffed with cheese to be shipped to him. After the shipments arrive and Lopez and his confederates replace the stuffing with cartridges, Tom-



Cut or Mat No. 1

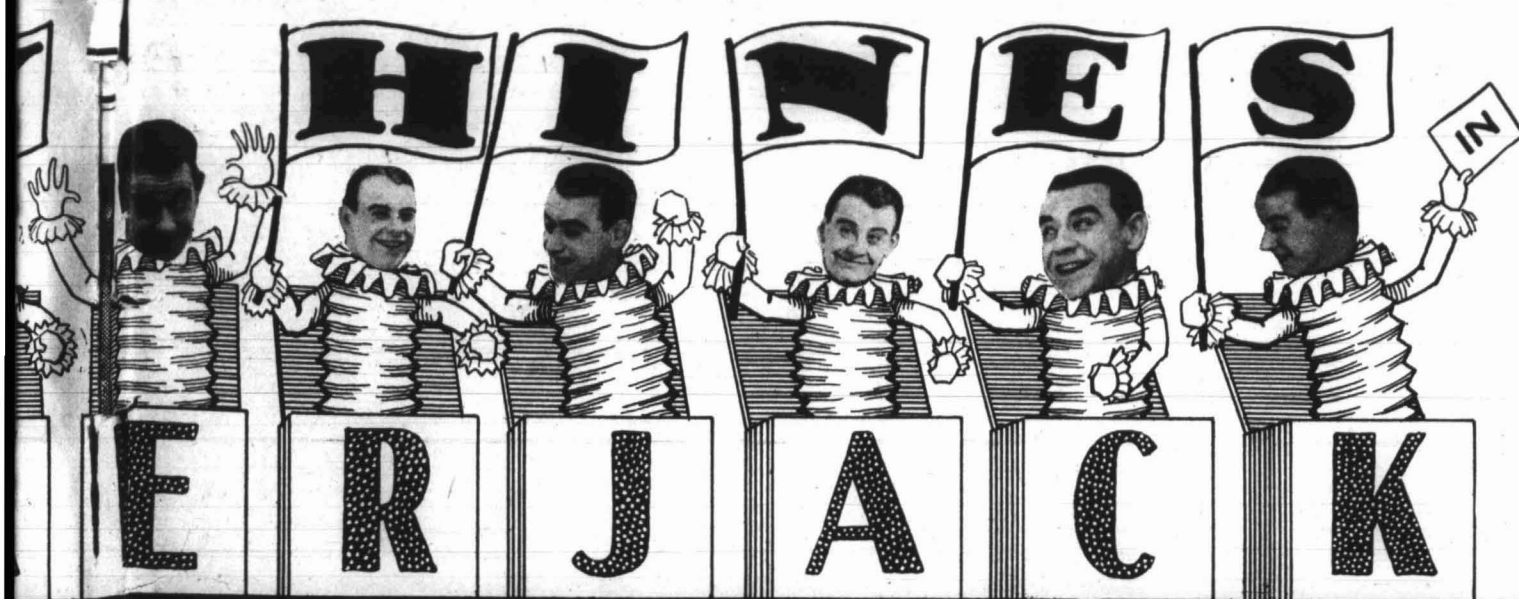
*"The*  
**CRACKERJACK**

*The tale of Young Tommy le*



# Mr. HINES CRACKED-UP TO BE

URRY Presents



Managing Director, 135 WEST 44th ST., NEW YORK CITY

## Johnny Hines' Greatest Triumph!

### JOHNNY HINES---AN INTERESTING PERSONALITY

Career of the Star Now at Rialto in "Cracker Jack," Briefly Sketched

The steps by which the shining lights of the screen reach the top-most ladder of fame are oftentimes strewn with obstacles that often appear unsurmountable. There is hardly a star of the stage or screen, who has not in his or her chosen work had as many vicissitudes to meet and overcome as our most successful captains of commercial industry.

An instance in illustration of this theory is well evidenced in the rise to stardom of Johnny Hines, who is now appearing at the Rialto Theatre, in his latest funniest "The Cracker Jack." Johnny comes from a theatrical family, his older brothers and a sister having appeared on the legitimate and vaudeville stage for many years. With such a background and it was inevitable that when Johnny reached the age of maturity, he too would follow in the theatrical path.

Johnny refused to trade in on the family name, and despite all the help that his brother offered him, he decided to carve out his career by his very own efforts. Accordingly, many weary hours were spent in learning the art of the theatre, its psychology and philosophy. At an early age, the now famous screen comic showed a special aptitude for dancing, and then followed a period of intensive instruction. He lost no opportunity to keep his eyes "peeled" for any intricate steps that the famous dancers were featuring, and so apt a pupil was he that within a short time he became unusually proficient as a "stepper." His natural grace and ready wit served him in good stead when he applied for his first job in a musical comedy. After repeated promises of stage engagements, he finally decided to team up with his brother Charlie in a vaudeville turn. This venture proved a highly successful one and within a short time Johnny received a flattering offer to appear in musical comedy, which he gladly accepted. After some months however, the show closed and then followed a period of disappointments, discour-

### Johnny Hines Gives a Host of Good Advice

Star of "The Crackerjack," Rialto's Forthcoming Feature Issued Interesting Interview

It is not unusual for personages of importance to state the various methods by which they reached the top-most ladder of fame. Oftentimes this advice is taken with a grain of salt by the doubters, and justly so, because there are very few thinking people who believe that success is a matter of method or formula. However, it is interesting to note the spontaneity of the remarks of Johnny Hines, whose forthcoming feature, "The Crackerjack," comes to the Rialto Theatre next week.

It has been said of Hines that his success is due to the fact that he is always true to the ideal of the typical American youth which is his forte on the screen. Johnny Hines is thoroughly American, and his characterizations never fail to register strength of will and determination to reach his goal, no matter what the cost. To quote Johnny himself is to give his philosophy: "Put the American spirit into pictures. Let's have action, mirth, determination, gameness, virile manliness and plenty of will power. Never say die, says Hines, I don't give a hang for the man who apologizes and yields to any situation. Where there's life there's hope, and the real American doesn't take 'no' for an answer, when he is sure 'yes' is what he should get." When asked what above all was necessary to carry his work effectively, Hines said:

"Condition is the greatest asset of the motion picture actor. If you want to give a good performance in a natural manner, one must be in the best of health and spirit. In order to accomplish that one's body must function properly, the brain must be clear and his surroundings must be such as to invite harmony of thought and action. In other words, one must be in the 'pink' of condition."

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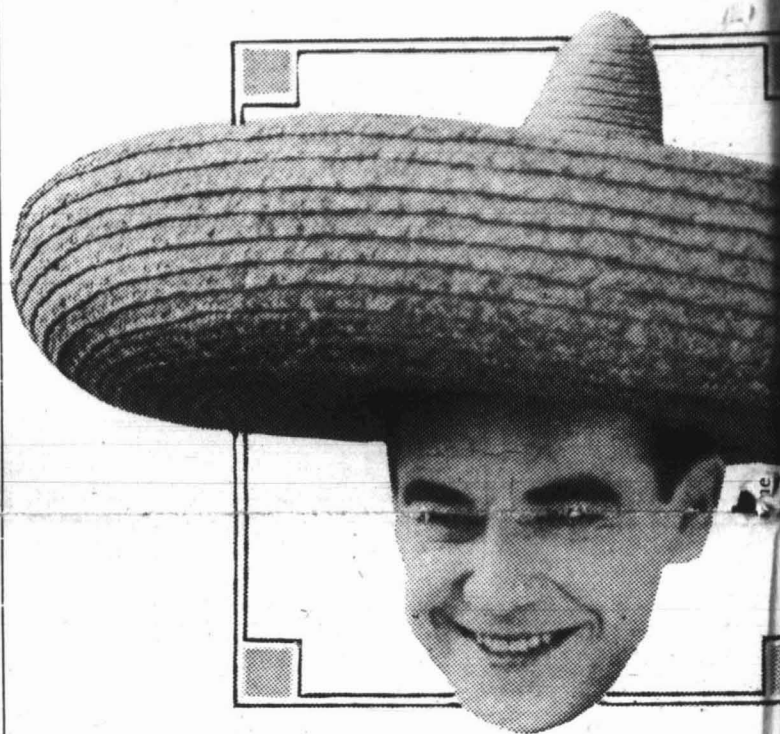


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Cut or Mat No. 1

# "The CRACKERJACK

*The tale of Young Tommy le*

*advertising genius*

*colossal nerve*

*and sense ch*

**stopped a South American revut  
manently put Perkins Stuffed Ples**

## JOHNNY HINES

**is the Tommy Perkins who  
you will love, live and laugh**

# "The CRACKERJACK

**A REAL HINES  
WITH A REAL HINES**

**YOU KNOW WHAT THAT**

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Not satisfied with his triumphs, he tried to enter the motion picture field and the old World Film Corporation signed him to appear in many minor roles. After getting the "hang" of the situation, Johnny was immediately given an important part in "Miss Petticoats" and followed this with featured roles in "Tillie Wakes Up" with Marie Dressler, "Alias Jimmy Valentine," "A Scrap of Paper" and a host of others.

Fortunately for Johnny Hines, it was at this time that producer C. C. Burr had purchased the screen rights to the famous Torchy stories by Sewell Ford, and having seen Johnny while he was dancing with Wellington Cross in a musical comedy, decided that this was the youngster who could with proper management portray the role of Torchy on the screen. The rest is history for under Mr. Burr's management, Johnny Hines became a nationally known star in the twenty-nine two reel Torchy comedies. With a wealth of experience behind him, Mr. Burr finally decided to star his player in a full length feature, "Burn 'em up Barnes," in which Hines made an instantaneous success. Following this Johnny was featured in "Sure-Fire Flint," "Luck," "The Speed Spook," "The Early Bird" and "The Crackerjack." In each of these features, Johnny has represented the typically breezy, peppy, go-getting American youth who whether rich or poor arrives at the top by his energy and enthusiasm.

None of his previous pictures, as successful as they were, portray the typical Johnny Hines qualities as well as "The Crackerjack" now at the Rialto and produced under the supervision of C. C. Burr.

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When further asked what was his secret for good health and good nature, the star of "The Crackerjack" replied: "Play only under those conditions that call for plenty of exercises, where one has to play like a champion to win." In speaking of his roles, Hines tells you that unless he has something to do that calls for plenty of action he knows what a failure he would be. Not long ago he appeared in a comedy in which he portrays the role of a pugilist. To show his skill with the padded mits, Johnny knew that he had to learn something about the art of fisticuffs. The first thing he did was to engage a clever boxer, and then followed weeks of actual combat with the result that he knew how to handle himself when the picture was to be taken. Last summer he was the star of "The Speed Spook." In the auto racing scenes he tested his skill with Tommy Murphy, Ira Vail, the late Jimmy Murphy and others with remarkably good results, since he has been driving a car for many years.

When asked why it was that he put so much time practicing and perfecting athletic stunts when he was a comedian and supposed to portray humorous characters only, Johnny smiling answered:

"You know that you may be called a fizzle in a baseball game when you may in reality be a top-notch; a champion boxer or runner may be hissed at times, but they come back next day and win all sorts of praise. With the screen actor it is different. He must be 'there' at all times, if not, he is doomed because the picture-going public is rightfully peculiar. To keep in good health is to keep busy. Have your work so mapped out that it will call for plenty of good exercise. Try to make everybody happy and contented. The gym is a good place to get that happy feeling, and my advice is go there often if you want to be assured of a sunny disposition and the ability to make headway in your chosen profession."





# Practical Newspaper Stories With A Clever Cartoon and Facts

## STAR WOULD LIKE MORE FUN IN FILMS

Johnny Hines Says Comedy and Drama Should Be Made on 50-50 Basis

Johnny Hines, who is ranked among the three great comedy stars of the screen, thinks there should be more comedy in the film output of the various producing companies. Elaborating on this idea, this dynamic screen comic said:

"I think the public could stand more comedy films, and I don't say this because I happen to be one of screendom's comedians. I think that the ratio should be about the same that it is in the legitimate theatre, which is approximately 50-50 or 60-40."

In the movies now, the ratio is about 80-20, and this is really too low. There is nothing people enjoy more than a good laugh, and this is proven by the fact that many of the comedy films draw much more than the so-called sex films. These triangle love affairs of the screen, and the sex pictures, as many people are wont to call them, are all right, but there is no doubt in my mind that the comedy films, if they were produced on the same ratio as in the legitimate theatre would cause motion pictures to be better patronized.

"Regardless of the financial status of the average motion picture patron, each has his or her own individual cares and worries. As a result they want to be amused and you can't blame them. The heavily atmospherized picture is all right in its place, but it is my idea that unless a larger proportion of comedy pictures are shown on the screen, the motion picture will not get much further on. It is an established fact that people the world over would rather laugh than cry. If such is the case, why not make them laugh as much as possible? Somebody once said he'd a thousand times rather write the songs of a nation than be known as its greatest soldier. That thought is a basic one and well-worth considering, because it expresses an idea that is as big as the world itself. That philosophy comes as near to my own as I can possibly describe, because I, personally, would also a thousand times rather be the fun-maker of a nation than its matinee idol.

"I do not disparage the domestic triangle picture, because after all, that also is an interpretation of life, but I do say there is too much of it. There can never be too much of laughter, because a nation grows and expands by the happiness to be found within its boundaries, and I, for one, am mighty glad that whatever little gift I have is being used to make people laugh.

In "The Cracker Jack," Hines' latest feature which comes to the Rialto on Sunday, this inimitable comedian is said to justify in toto his complete philosophy of good-natured fun. Advance reports indicate that "The Cracker Jack" is one of the funniest six reels of fun ever presented on the screen.

## MANY SCENES OF MIAMI IN "THE CRACKER JACK"

Entire Johnny Hines Cast  
Spent Six Weeks Filming  
Production in Famed  
Winter Resort

When "The Cracker Jack" with Johnny Hines in the stellar role comes to the Rialto Theatre, patrons will be able to obtain a good idea of what the famed winter resort, Miami, Florida, looks like.

Johnny and his complete cast, which included Henry West, J. Barney Sherry, Bradley Barker and Horace Haines, spent over a month and a half in this locale to secure the exterior sequences for this much-heralded production. Included in the scenes the theatre-goer will be able to view the famed Silver Slipper Cafe with its equally well-known Vincent Lopez orchestra supplying the music for the throngs of tourists who flocked there. The Carol Gables Country Club is also prominently shown as is the gorgeous Deering Estate and the Local Masonic Temple, the architecture of which is completely Egyptian. Each of these well known places were used in "The Cracker Jack" as background for the rollicking action of the story, in which Hines, cast as Tommy Perkins, works his way through college on the gridiron.

## Johnny Hines Coming To The Rialto In "The Cracker Jack"

Famous Film Comedian Reported At His Best in  
Rialto Feature

Spontaneous action, thrills, ingenuity and a barrel of laughs are the ingredients that go into the making of Johnny Hines' latest, "The Cracker Jack," which comes to the Rialto Theatre next week.

The story of "The Cracker Jack" which was written by Richard Friel, who also wrote "The Early Bird," in which Johnny scored an unusual hit, treats of a go-getting college youth, who in his anxiety to put his uncle's pickle product on the market, gets mixed up with a South American revolution and eventually not only becomes a national hero but succeeds in making Perkins' stuffed pickles go over with a bang. According to the advance reports, Johnny in the role of Tommy Perkins, enters the employ of his uncle and finding that the business is being carried on in a slipshod way, decides to put some brand new advertising ideas into effect in order to make Perkins' stuffed pickles a household word. Then follows a host of cleverly devised sequences in which the dynamic star of "The Crack-



JOHNNY HINES' LATEST, "THE CRACKERJACK," AS SEEN

## JOHNNY HINES MAKES GIANT-LIKE STRIDES TO POPULARITY

Dynamic Star of "The Crack-  
erjack" Delights Huge  
Rialto Audience

It is pleasant to note the giant-like strides to popularity that Johnny Hines, the dynamic star of "The Crackerjack" is making. Ever since this refreshing comedian appeared in the famous Torchy Comedies, it has always been our opinion that some day, Hines would carve out his place among the leaders of the screen world.

What is particularly striking is the fact that Johnny has cut out for himself the task of portraying the breezy American youth on the screen and his accomplishments thus far give every indication that he has more than succeeded. It becomes more apparent with each additional picture that this star makes, that he is assuming the screen characterization of what George M. Cohan is to the legitimate stage.

Each picture that Hines makes is a step forward to his goal, and in "The Crackerjack" he comes as near obtaining his object as is humanly possible. Johnny portrays the role of an energetic college youth, who puts his wit and intelligence to the test in his desire to make a real, progressive institution of his uncle's slow-moving pickle factory. The story gives this dynamic comedian a host of opportunities to call every bit of his screen qualities into use, and how well he accomplishes his ends is entertainingly unfolded in this Rialto feature.

What is particularly noteworthy is the fact that Johnny Hines relies entirely on his personality to put the picture over. He does this perfectly to the edification of huge audiences who daily are thrown in-

## Johnny Hines De- serving of His Tremendous Popularity

Dynamic Star Has Risen To  
Heights By Own Effort

Gradually and as surely as the night follows the day, Johnny Hines, whose latest effort, "The Cracker Jack," comes to the Rialto next Sunday, is becoming one of the most consistently popular screen comedians of this era. Johnny's pictures appear on the local screens about four times each year, but so markedly humorous and exciting as his characterizations that their impress is felt for perhaps a long period of time than that of many other screen luminaries whose productions are seen in greater volume.

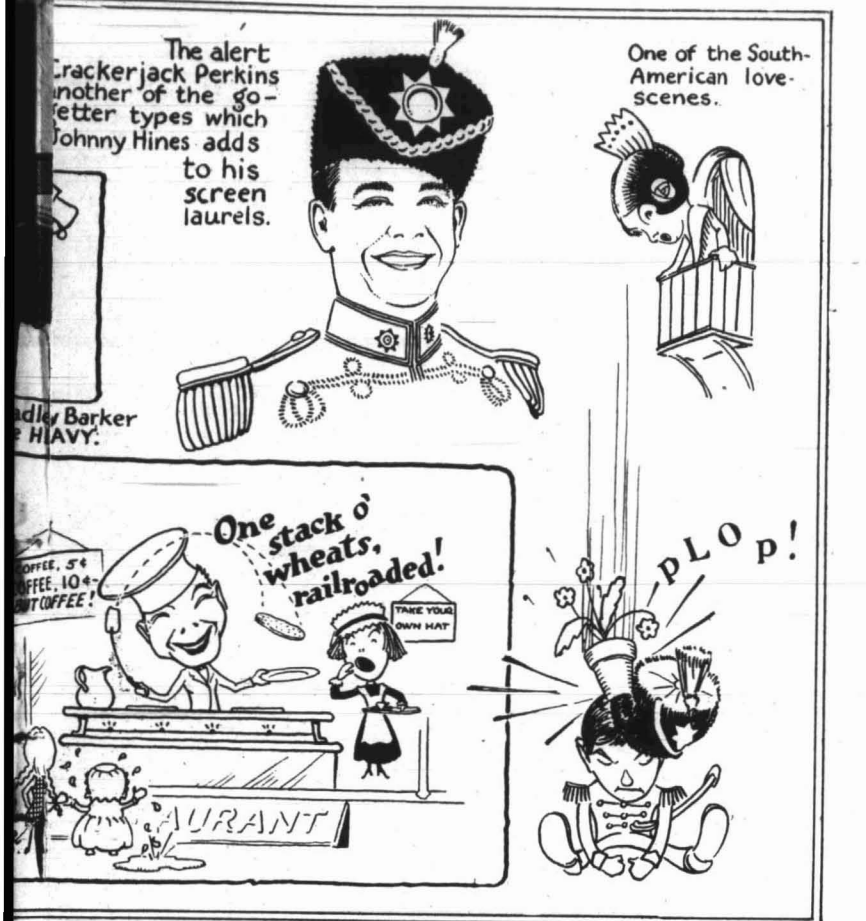
One has but to recall the whimsicality and humor of Johnny's "Burn 'Em Up Barnes," "Fire Fire," "Luck," "Enter John Jones," "Conductor 1492," "Speed Spook" and "The Early Bird," to realize potentially that ingenious and original character studies which Johnny Hines has created represent a great departure from the ordinary run of screen portrayals. This dynamic screen comic is possessed of one idea and that to portray the go-getting American youth who in his enthusiasm and inexhaustible energy knows no obstacles in attaining his end. It is this philosophy that has carried Johnny Hines to the heights and nobody is prouder of his success than that self-same American youth that sees itself transformed to the screen. Johnny's popularity has grown by leaps and bounds ever since he entered the feature length picture class, and his popularity is justly deserved, as Johnny exemplifies those qualities of earnestness and indomitable energy off the screen as well. In other words Johnny's performance on the screen are natural, and making it so he has tapped the crest of success.

What George M. Cohan

Dick



# Written With Newspaper Standards In View. You Want To Know About The Picture.



SEEN IN CARTOON FORM BY STAFF ARTIST C. V. FARROW

## CURRENT STORIES

### Johnny Hines Gives Practical Advice

#### Star of "The Cracker Jack" Tells Hardships of Entering Movies

Johnny Hines, star of that amusing feature comedy "The Cracker Jack," now current at the Rialto Theatre, has been in receipt of so many letters from young people who are desirous of entering motion picture work, that he recently aired some of his opinions in the local press. Johnny feels that there is plenty of room for more good actors and actresses, but he does not think that any person should endeavor to break into the "movies" unless he or she has some ability and money. Commenting further, Hines quoted: "One of the most pathetic things in films today is to see so many people who think they are equipped for the movies fall by the wayside. Young girls from practically every town, city and hamlet in the United States come to Hollywood and Los Angeles with hopes of becoming favorites of the screen, and as one can well imagine, very few of them ever become successful. They have no natural ability and many haven't even the remotest idea of what screen work really is. Usually all the majority have is an idea that they are screen material. Somebody in the home town tells them they look like some well-known star, and the seed is planted in their minds. They save a few dollars and hie to the West coast.

"I wouldn't advise any person who is desirous of entering the movies to come to any film colony without at least enough money to clothe and keep him or her for at least a period of a year. It is some time before a newcomer can even hope to obtain even a small part or an "extra" job as part of a mob.

"They may do this sort of acting for a year before they receive any notice and if they do not have enough money to live on other than their earnings as an extra, they cannot possibly get along. There are stories galore of how young people came to Hollywood with the sparkle of youth and ambition and finally left for their own home town sadder and wiser. Many of them, feeling that they have lost their big chance in life have gone to other cities to become clerks and salesgirls, and happily forget all about their short and bitter life as a "movie" extra. As I have previously mentioned, there is always room on the screen for people who are properly equipped for this type of work, but I wouldn't advise them to take up their abode in any film colony, unless they have enough money to tide them over for at least one year.

"Of course, the fact that a person has enough money to live comfortably for a year in Hollywood is no assurance or guarantee that they will be successful in the "movies," but the money will at least relieve them of much worry and give them more opportunity to concentrate on their work and endeavors and hopes."

## SCULPTOR IS AUTHOR OF "THE CRACKER JACK"

Dick Freil Found Art Too Slow So Decided to Write  
Stories For Screen

## REVIEW STORIES

### "The Cracker Jack" A Surprise

#### Package of Entertainment

Johnny Hines in the Best Picture of His Career at the Rialto Theatre

It's our guess that the Rialto Theatre this week will be crowded with advertising men come to see Johnny Hines' latest, "The Cracker Jack." If there be any copy slingers or sales promotion men, who do not take in this highly humorous and cleverly constructed feature, it will be their own fault, because we've told them to attend. The reason for our admonition is simply due to the fact that Johnny Hines has taken a story of parts and moulded it into one of the most ingenious stories of advertising live-wire salesmanship that it has been our good fortune ever to see.

The story of "The Cracker Jack" treats of a peppy college-boy, who upon entering his uncle's business, originates a host of stunts that by the sheer force of their value makes Perkin's Stuffed Pickles a product to be reckoned with. Johnny probably never took any kind of a course in advertising, and it is our opinion to venture that he never will have to. According to the story of "The Cracker Jack," Johnny is the greatest ballyhoo artist that ever donned shoes, and if he ever decides to retire from the screen, it is our guess that he need never worry about getting a job. He is the king of the republic of showmanship, and our high salaried advertising geniuses might well take a page from the script of "The Cracker Jack" and learn something. Talk about interesting material for a photoplay! This feature has enough plot, humor, action and thrills to fill at least a dozen of the ordinary pictures that periodically wend their way to our cinema palaces.

After seeing "The Cracker Jack," it is going to be a most difficult task to sit through the perennial cycle of domestic pictures, for the simple reason that Johnny's latest feature possesses so much animation that other pictures are left at the barrier. And the wise-cracks that abound in "The Cracker Jack!" Between laughing at the screamingly funny titles and the gags of the star himself, there is so much genuine fun in the entire seven reels, that we expect to recommend henceforth and forever as the greatest tonic in the world. By all means see "The Cracker Jack." It's our idea of greatness.

### JOHNNY HINES SCINTILLATES IN "THE CRACKERJACK"

Rialto Theatre Boasts of Exceptional Entertainment

There is a fast-moving story on the Rialto screen this week that is indeed well worth seeing. Its name is "The Cracker Jack" and it certainly is every bit of that. With the breezy Johnny Hines in the stellar role, "The Cracker Jack" is in the hands of a most capable personage who romps through seven intensive reels of action, speed, humor and intrigue that registers practically every foot of the way.

"The Cracker Jack" is decidedly fast in its action, and its continuity builds gradually and evenly without a break, so that when the climax is reached one is prompted to say that it is a genuinely built structure with all the elements of bigness.

Hines' personality and ingenuity dominate the entire production, and justly so since he is the very hub around which the ingenious plot revolves. "The Cracker Jack" tells the story of a college boy who puts his genius to the test by putting over his uncle's pickle product. Perkin's stuffed pickles have been on the market in haphazard fashion due to the slipshod business methods of Col. Perkins, but Hines, in the role of Tommy Perkins comes to the rescue and by his whirlwind advertising methods makes the pickle product known the length and breadth of the country. Particularly interesting is the sequence in which Tommy, in his attempt to sell a large shipment for export to

### JOHNNY HINES TELLS WHY HE WENT INTO FILMS

Star of "The Cracker Jack" Took Advantage of Opportunity

Johnny Hines, whose latest picture "The Cracker Jack" is drawing capacity audiences daily at the Rialto Theatre, in an interview recently told how he hit upon the idea of entering film work. "After completing my school work," stated the comedian, "I decided to make the stage my objective, since two of my older brothers had made their mark in this field. Accordingly I entered via the vaudeville route and soon noticed that the audiences enjoyed my actions much better than they did the jokes I was springing. Of course, it might have been that the jokes were not so good, but I figured that if the people laughed more at my actions than they did at my jokes, then the proper place for me was on the screen. I had my eyes on film work for some time, but waited until I felt that the motion picture industry was on a firm basis before I took the final plunge. This came about in the nature of a small part with the World Film Corporation with which company I remained until I had gained enough experience to warrant Charles C. Burr's signing a contract with me to make the Torchy Comedies. From that time on I worked hard perfecting myself for bigger and more important roles. This eventually happened when Mr. Burr decided to star me in "Burr Em Up Barnes," a full-length feature. This



get much further on. It is an established fact that people of the world over would rather laugh than cry. If such is the case, why not make them laugh as much as possible? Somebody once said he'd a thousand times rather write the songs of a nation than be known as its greatest soldier. That thought is a basic one and well-worth considering, because it expresses an idea that is as big as the world itself. That philosophy comes as near to my own as I can possibly describe, because I, personally, would also a thousand times rather be the fun-maker of a nation than its matinee idol.

"I do not disparage the domestic triangle picture, because after all, that also is an interpretation of life, but I do say there is too much of it. There can never be too much of laughter, because a nation grows and expands by the happiness to be found within its boundaries, and I, for one, am mighty glad that whatever little gift I have is being used to make people laugh.

In "The Cracker Jack," Hines' latest feature which comes to the Rialto on Sunday, this inimitable comedian is said to justify in toto his complete philosophy of good-natured fun. Advance reports indicate that "The Cracker Jack" is one of the funniest six reels of fun ever presented on the screen.

## MANY SCENES OF MIAMI IN "THE CRACKER JACK"

Entire Johnny Hines Cast Spent Six Weeks Filming Production in Famed Winter Resort

When "The Cracker Jack" with Johnny Hines in the stellar role comes to the Rialto Theatre, patrons will be able to obtain a good idea of what the famed winter resort, Miami, Florida, looks like.

Johnny and his complete cast, which included Henry West, J. Barney Sherry, Bradley Barker and Horace Haines, spent over a month and a half in this locale to secure the exterior sequences for this much-heralded production. Included in the scenes the theatre-goer will be able to view the famed Silver Slipper Cafe with its equally well-known Vincent Lopez orchestra supplying the music for the throngs of tourists who flocked there. The Carol Gables Country Club is also prominently shown as is the gorgeous Deering Estate and the Local Masonic Temple, the architecture of which is completely Egyptian. Each of these well known places were used in "The Cracker Jack" as background for the rollicking action of the story, in which Hines, cast as Tommy Perkins, a live-wire college boy, brings fame and fortune to his uncle's pickle products.

The scenes enumerated are but part of a host of picturesque Miami settings that permeate "The Cracker Jack."

Miami was chosen as a location because of its close approximation to a South American country in which part of the action of this Johnny Hines feature takes place. That it was well chosen is well in evidence in the production, since these Miami scenes have all the earmarks of old world scenery.

Aside from the excellence of scenic backgrounds "The Cracker Jack" is reported to have the bigness, the interest, and the characterization of an unusually successful production, with the dynamic star in a role that fits him to a nicety.

An extensive prologue and musical program is being planned by the management of the Rialto Theatre when "The Cracker Jack" makes its initial debut next Sunday.

## Make 'Em Laugh Says Johnny Hines

Dynamic Star of "The Crackerjack" Gives Voice To His Theories

"Make 'em laugh," says Johnny Hines, the star of "The Crackerjack" coming to the Rialto Theatre next week.

That terse phrase as well as any characterizes this screen star who for the past five years has appeared in only those roles in which he is able to bring laughter to the multitudes of screen patrons. "The screen is literally flooded with pro-

## Johnny Hines Coming To The Rialto In "The Cracker Jack"

Famous Film Comedian Reported At His Best in Rialto Feature

Spontaneous action, thrills, ingenuity and a barrel of laughs are the ingredients that go into the making of Johnny Hines' latest, "The Cracker Jack," which comes to the Rialto Theatre next week.

The story of "The Cracker Jack" which was written by Richard Friel, who also wrote "The Early Bird," in which Johnny scored an unusual hit, treats of a go-getting college youth, who in his anxiety to put his uncle's pickle product on the market, gets mixed up with a South American revolution and eventually not only becomes a national hero but succeeds in making Perkin's stuffed pickles go over with a bang. According to the advance reports, Johnny in the role of Tommy Perkins, enters the employ of his uncle and finding that the business is being carried on in a slipshod way, decides to put some brand new advertising ideas into effect in order to make Perkins stuffed pickles a household word. Then follows a host of cleverly devised sequences in which the dynamic Hines embarks on a schedule of action, comedy and thrills that is reported to be exceptionally amusing.

"The Cracker Jack" has a host of excellent reports to recommend it, and judging from the rapid-fire action and laughs of "The Speed Spook" and "The Early Bird" in which Hines was starred previous to "The Cracker Jack," it seems almost a foregone conclusion that this latest production will prove to be as stimulating and entertaining as his former successes. Supporting the inimitable comedian are J. Barney Sherry, that nationally liked stage and screen veteran, Bradley Barker, Henry West and Horace Haines. In view of the excellent cast and the usual assurance of a laugh-festival whenever Johnny Hines appears, it seems a certainty that all those who see "The Cracker Jack" will count it an evening well spent. "The Cracker Jack" is due at the Rialto beginning Sunday evening.

ductions having as their basis only marital and domestic troubles," commented the dynamic Hines recently. "Give the public the seamy side of life, show them their foibles, but mix it up judiciously with the proper amount of comic relief and you have the recipe for an enjoyable production. The average movie-goer wants to be entertained for the hour he or she attends a movie show, and if given their choice between a good comedy and an ordinary domestic drama, they will almost always choose the former. Life is too hard a proposition to spend much time watching the troubles of others. We want to forget the things that are worrying us, we want to laugh, we want to give our imaginative selves a chance to live and function. And because the movies in a measure are able to meet that desire, hordes of people daily and nightly flock to

JOHNNY HINES' LATEST, "THE CRACKERJACK," AS SEEN

## JOHNNY HINES MAKES GIANT-LIKE STRIDES TO POPULARITY

Dynamic Star of "The Crackerjack" Delights Huge Rialto Audience

It is pleasant to note the giant-like strides to popularity that Johnny Hines, the dynamic star of "The Crackerjack" is making. Ever since this refreshing comedian appeared in the famous Torchy Comedies, it has always been our opinion that some day, Hines would carve out his place among the leaders of the screen world.

What is particularly striking is the fact that Johnny has cut out for himself the task of portraying the breezy American youth on the screen and his accomplishments thus far give every indication that he has more than succeeded. It becomes more apparent with each additional picture that this star makes, that he is assuming the screen characterization of what George M. Cohan is to the legitimate stage.

Each picture that Hines makes is a step forward to his goal, and in "The Crackerjack" he comes as near obtaining his object as is humanly possible. Johnny portrays the role of an energetic college youth, who puts his wit and intelligence to the test in his desire to make a real, progressive institution of his uncle's slow-moving pickle factory. The story gives this dynamic comedian a host of opportunities to call every bit of his screen qualities into use, and how well he accomplishes his ends is entertainingly unfolded in this Rialto feature.

What is particularly noteworthy is the fact that Johnny Hines relies entirely on his personality to put the picture over. He does this perfectly to the edification of huge audiences who daily are thrown into paroxysms of laughter at his antics. The freshness, the originality, the action and the speed of "The Crackerjack" represent the acme of screen entertainment, and without any disparagement to the excellent supporting cast in the production, Johnny just romps away with the honors, despite the fact that the rest of the cast is given every opportunity to shine. "The Crackerjack" certainly lives up to its name for it is everything that its name implies. You must not miss it.

## Johnny Hines De-serving of His Tremendous Popularity

Dynamic Star Has Risen To Heights By Own Effort

Gradually and as surely as the night follows the day, Johnny Hines, whose latest effort, "The Cracker Jack," comes to the Rialto next Sunday, is becoming one of the most consistently popular screen comedians of this era. Johnny's pictures appear on the local screens about four times each year, but a markedly humorous and exciting as his characterizations that their impress is felt for perhaps a long period of time than that of many other screen luminaries whose productions are seen in greater vol-

One has but to recall the whicicality and humor of Johnny's "Burn 'Em Up Barnes," "Fire Fire," "Luck," "Little Johnny Jones," "Conductor 1492," "The Speed Spook" and "The Early Bird," to realize potentially that ingenious and original character studies which Johnny Hines has created represent a great departure from the ordinary run of screen portrayals. This dynamic screen com is possessed of one idea and that to portray the go-getting American youth who in his enthusiasm and inexhaustible energy knows no obstacles in attaining his end. It is this philosophy that has carried Johnny Hines to the heights and nobody is prouder of his success than that self-same American youthhood that sees itself transformed to the screen. Johnny's popularity has grown by leaps and bounds ever since he entered the feature length picture class, and his popularity is justly deserved, for Johnny exemplifies those qualities of earnestness and indomitable energy off the screen as well. Other words Johnny's performance on the screen are natural, and making it so he has tapped the crest of success.

What George M. Cohan created for the stage, Johnny Hines has created for the screen, and both have been able to dramatize the American youth who is out to do or die by fair means. It is this insatiable vim that has carried Johnny Hines to the very peak of the fact that he remains to-day a self-same unassuming youth who he was before success knocked on his doors, makes him all the more likeable to the thousands who worship him.

## FACTS YOU WANT TO KNOW

### CAST

Tommy Perkins .....  
General Bannon .....  
Alonzo Lopez .....  
Col. Perkins .....

Story by  
DICK FREIL

Photography by  
CHARLES E. GILSON  
JOHN GEISEL  
AL MANNING

Length  
6500 feet

Titles by  
JOHN KRAFFT

Produced and Distributed by  
EAST COAST FILMS  
C. C. BURR, Managing  
135 W. 44th St., N. Y.



## Johnny Hines Gives Practical Advice

Star of "The Cracker Jack" Tells Hardships of Entering Movies

Johnny Hines, star of that amusing feature comedy "The Cracker Jack," now current at the Rialto Theatre, has been in receipt of so many letters from young people who are desirous of entering motion picture work, that he recently aired some of his opinions in the local press. Johnny feels that there is plenty of room for more good actors and actresses, but he does not think that any person should endeavor to break into the "movies" unless he or she has some ability and money. Commenting further, Hines quoted: "One of the most pathetic things in films today is to see so many people who think they are equipped for the movies fall by the wayside. Young girls from practically every town, city and hamlet in the United States come to Hollywood and Los Angeles with hopes of becoming favorites of the screen, and as one can well imagine, very few of them ever become successful. They have no natural ability and many haven't even the remotest idea of what screen work really is. Usually all the majority have is an idea that they are screen material. Somebody in the home town tells them they look like some well-known star, and the seed is planted in their minds. They save a few dollars and hie to the West coast.

"I wouldn't advise any person who is desirous of entering the movies to come to any film colony without at least enough money to clothe and keep him or her for at least a period of a year. It is some time before the newcomer can even hope to obtain even a small part or an 'extra' job as part of a mob.

"They may do this sort of acting for a year before they receive any notice and if they do not have enough money to live on other than their earnings as an extra, they cannot possibly get along. There are stories galore of how young people came to Hollywood with the sparkle of youth and ambition and finally left for their own home town sadder and wiser. Many of them, feeling that they have lost their big chance in life have gone to other cities to become clerks and salesgirls, and happily forget all about their short and bitter life as a 'movie' extra. As I have previously mentioned, there is always room on the screen for people who are properly equipped for this type of work, but I wouldn't advise them to take up their abode in any film colony, unless they have enough money to tide them over for at least one year.

"Of course, the fact that a person has enough money to live comfortably for a year in Hollywood is no assurance or guarantee that they will be successful in the 'movies,' but the money will at least relieve them of much worry and give them more opportunity to concentrate on their work and endeavors and hopes."

## SCULPTOR IS AUTHOR OF "THE CRACKER JACK"

Dick Freil Found Art Too Slow So Decided to Write Stories For Screen

The popularity attendant upon Johnny Hines' latest, "The Cracker Jack," which is now playing at the Rialto Theatre is well deserved, first because of the refreshing performance of the star and cast, second because of the manner in which the play has been directed, and third, because of Dick Freil who wrote this thoroughly amusing and ingenious story.

So much is usually written concerning the stars of the screen that it is pleasureable here to note a few words concerning the man behind the play, who is none other than Dick Freil, the author.

Mr. Freil is a decidedly interesting character, not because, he wrote "The Cracker Jack," but because he is an individual of many-sided talents. Some fifteen years ago after completing his schooling, Dick decided to study sculpture, and forthwith began an intensive course under Isidore

Konti N. A. with Paul Manship. Then followed a period of concentrated study in which he soon showed a decided talent for this difficult art. The need of immediate funds however caused him to accept a position as sporting writer and cartoonist with the New York Evening Telegram at which position he remained for many years. The motion picture industry was about coming into its own at that time, and upon receipt of a flattering offer to direct a series of two reel comedies, the erstwhile sculptor and newspaper man decided to accept and the result was a highly successful comedy output for the old Paragon and Reelcraft companies.

At the completion of his contract, his work aroused such enthusiasm in the film colony that Bud Fisher, creator of the Mutt and Jeff cartoons, who was searching about for a competent man to supervise the filming of his comic strip characters, decided to offer the job to Freil who accepted. The result was that Dick personally supervised the making of over five hundred of the Mutt and Jeff cartoon comedies in animated form, and he may rightly be termed the originator of the animated cartoons so in vogue today.

Having spent over five years in the West, Freil decided to come East where he was immediately engaged by C. C. Burr to write the stories and gags for the famous series of All-Star comedies featur-

ing Charlie Murray. At the completion of the contract, he applied himself studiously to write "The Early Bird," a comedy-drama of excellent parts in which Johnny Hines scored such an outstanding hit. So well was this production received that Dick was commissioned by the dynamic comedy-star to write his next feature vehicle which is none other than the side-splitting and highly humorous "Cracker Jack" which is now current at the Rialto.

## JOHNNY HINES SCINTILLATES IN "THE CRACKERJACK"

Rialto Theatre Boasts of Exceptional Entertainment

There is a fast-moving story on the Rialto screen this week that is indeed well worth seeing. It's name is "The Cracker Jack" and it certainly is every bit of that. With the breezy Johnny Hines in the stellar role, "The Cracker Jack" is in the hands of a most capable personage who romps through seven intensive reels of action, speed, humor and intrigue that registers practically every foot of the way.

"The Cracker Jack" is decidedly fast in its action, and its continuity builds gradually and evenly without a break, so that when the climax is reached one is prompted to say that it is a genuinely built structure with all the elements of bigness.

Hines' personality and ingenuity dominate the entire production, and justly so since he is the very hub around which the ingenious plot revolves. "The Cracker Jack" tells the story of a college boy who puts his genius to the test by putting over his uncle's pickle product. Perkin's stuffed pickles have been on the market in haphazard fashion due to the slipshod business methods of Col. Perkins, but Hines, in the role of Tommy Perkins comes to the rescue and by his whirlwind advertising methods makes the pickle product known the length and breadth of the country. Particularly interesting is the sequence in which Tommy, in his attempt to sell a large shipment for export to South America, becomes mixed up in a peon revolution in Esquasada, which he single-handedly puts down, gets the girl of his dreams and incidentally saves the president of a South American republic. This latter sequence furnishes the main ingredients of a hair-raising plot that is bountifully interspersed with a host of comic incidents that register with a bang.

"The Cracker Jack" is a clever concoction of all those refreshing elements of action, humor, speed, love, interest and climaxes that make it sure-fire entertainment. It will remain at the Rialto all week.

Dick Freil's mind is a veritable fount of story situations, gags, and incidents, so much so, that often when he is preoccupied with the writing of a new story, the ideas come so quickly that instead of finding it difficult to plan interesting situations for the task at hand, he usually is able to think of enough original ideas to make two stories instead of one as he originally planned. It is for this reason that Dick Freil, while he continues to devote part of his time to sculpture and art as a hobby only, has decided to cast his lot forever with motion picture work, since it is in this field that he finds his most prolific means of output, which to such a talented person as he is most desirable.

## JOHNNY HINES TELLS WHY HE WENT INTO FILMS

Star of "The Cracker Jack" Took Advantage of Opportunity

Johnny Hines, whose latest picture "The Cracker Jack" is drawing capacity audiences daily at the Rialto Theatre, in an interview recently told how he hit upon the idea of entering film work. "After completing my school work," stated the comedian, "I decided to make better the stage my objective, since two of my older brothers had made their mark in this field. Accordingly I entered via the vaudeville route and soon noticed that the audiences enjoyed my actions much better than they did the jokes I was springing. Of course, it might have been that the jokes were not so good, but I figured that if the people laughed more at my actions than they did at my jokes, then the proper place for me was on the screen. I had my eyes on film work for some time, but waited until I felt that the motion picture industry was on a firm basis before I took the final plunge. This came about in the nature of a small part with the World Film Corporation with which company I remained until I had gained enough experience to warrant Charles C. Burr's signing a contract with me to make the Torchy Comedies. From that time on I worked hard perfecting myself for bigger and more important roles. This eventually happened when Mr. Burr decided to star me in "Burn 'Em Up Barnes," a full-length feature. This picture was received so well that henceforth I devoted myself entirely to making only six reel features. There evidently was a demand for my pictures since they were immediately booked into most of the theatres of the country. In as much as I made the pictures according to my own ideas, I felt that I had supplied something new to the industry, and that according to many reports I have received seemed just what happened. People tell me that my pictures are spontaneous and natural, and nothing in the world pleases me more than that because it is exactly what I have been trying to do.

## FAMOUS ACTOR SUPPORTS JOHNNY HINES IN "THE CRACKERJACK"

Aside from the peppery Johnny Hines who is shining brilliantly in "The Crackerjack" at the Rialto Theatre this week, there is still another screen favorite in the person of J. Barney Sherry, whose work helps make this feature one of the best photoplays seen at the local theatre in a long time.

Sherry's original debut was on the operatic stage almost a quarter of a century ago and then followed several seasons with the Forepaugh Stock Company in Philadelphia where he essayed many and varied legitimate stage roles. Following this he was under the management of Klaw and Erlanger and appeared in the play, "Jack and the Beanstalk." Then followed his characterization of the Pope in "The Eternal City," "Captain Barrington," "Ben Hur," "The Squaw Man" and others. Later he was headlined in vaudeville and played over the Keith circuit for three years.

## KNOW

..... Johnny Hines

..... Henry West

..... Bradley Barker

..... J. Barney Sherry

Directed by

CHARLES HINES

Scenario by

ACTOR GRANDIN

GYLL CAMPBELL



# Scene Cuts, Program Readers, Sh Designed to Bring the Public to



CUT OR MAT No. 3

## PROGRAM READERS

Fast and furious action—intrigue and a red hot revolution—a zippy plot—and Johnny Hines—all interwoven in "The Cracker Jack," a veritable mirthquake of laughter, speed and comedy. Coming to the Rialto next week.

Tommy Perkins was so all-fired clever he stopped a South American revolution single-handed, got the girl of his dreams and put Perkins Stuffed Pickles on the continental map. Speed was his specialty, and how well he used it to his own advantage is all hilariously unfolded in "The Cracker Jack" with Johnny Hines in the stellar role.

Tommy Perkins had the speed of the east, the ruggedness of the west, the chivalry of the south and the aggressiveness of the north. In other words not even a revolution nor an intriguing senorita could stop him from putting Perkins Stuffed Pickles on the map. There's a laugh a second and thrills aplenty in "The Cracker Jack," Johnny Hines' latest feature coming to the Rialto this week.



CUT OR MAT

## SHORTS

"The Cracker Jack" which comes to the Rialto next week has an unusually excellent cast headed by Johnny Hines, who rollicks to further fame by the cleverness of his portrayal in this production. Assisting the dynamic star are such screen luminaries as J. Barney Sherry, Bradley Barker, Henry West and Horace Haines, all of whom contribute greatly to the raciness and zest of the production.

Among the many interesting scenes depicted in "The Cracker Jack" which comes to the Rialto next week heralded as Johnny Hines' most successful feature, movie-goers will be able to view Miami's show places. The complete cast spent five weeks in the sunny south on location and managed to obtain the use of the famous Deering Estate and the Masonic Temple as locales for the production. This is the first time either of these gorgeous buildings have been used in pictures.

When Johnny Hines went to Miami, Florida to film some sequences for "The Cracker Jack," which comes to the Rialto next week, he little knew that his popularity would be the cause of taking an extra week to complete his scenes at the famous winter resort. So many invitations were piled upon the dynamic comedian that in order to fill the major part of them, he decided to begin work at six in the morning to allow him the opportunity to take care of a few invitations each evening. Even this schedule did not suffice, so that to please his many friends Johnny remained in Miami for seven days more than he expected.

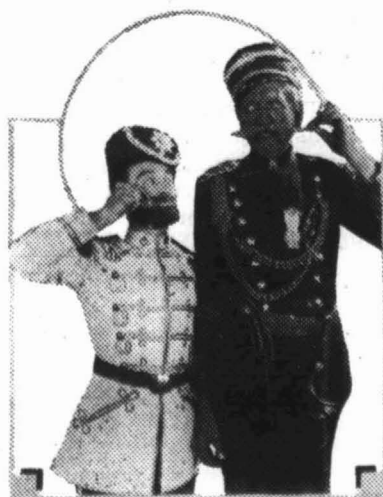
Johnny Hines certainly earns the soubriquet of Cracker Jack in his latest picture of the same name which is booked into the Rialto next week. Aside from stopping a revolution in a South American country, Johnny in the role of Tommy Perkins, gives our advertising geniuses a host of clever stunts in his campaign to put Perkins stuffed pickles on the map. Johnny's cleverness is not only productive of rapid-fire results, but the innumerable number of laughs he puts into the production makes "The Cracker Jack" one of the most highly humorous pictures Johnny Hines has made to date.

One thing is always certain in a Johnny Hines picture and that is comedy of an original nature. Thrills also may be found aplenty with a bit of love interest for good measure, so that when this inimitable comedian's latest feature "The Cracker Jack" comes to the Rialto next week, the patrons of this theatre may well expect to find a production of merit. Advance reports indicate that "The Cracker Jack" bears all the earmarks of greatness and it is our tip that those who wish to see it when it opens Sunday evening, had better be at the Rialto early. We'll be there!

Presto, chango, sesame! Like the old magicians of the Arabian Nights, Johnny Hines causes a ramshackle, unkempt, unbusinesslike factory to change into a snappy, progressive and hustling institution. His indomitable energy and the ingenuity of his sales-sense permeates his uncle's old pickle factory, and it literally gets up on its hind legs and kicks out for all it is worth . . . and it's worth a lot after Johnny, in the role of Tommy Perkins decides to put Perkins' stuffed pickles on the map. How he does it, and the number of laughs he manages to put into the picture makes "The Cracker Jack," the outstanding effort of his career. It is now current at the Rialto, and is very much worth seeing.



CUT OR MAT No. 4



CUT OR MAT No. 5



CUT OR MAT

## "THE CRACKER JACK" WARN

### Johnny Hines Goes Over B

The attention that Johnny Hines is attracting at the Rialto Theatre to a statement issued last evening. At this particular season when the and sex pictures seem to predominate, it is a breeze to play such pictures as

"This Johnny Hines feature is as it is rollickingly funny," commented "and the manner in which our audience attests strongly to the fact that Johnny Hines has once again rung the bell established himself solidly with our audience and be counted upon to give a most thrilling, actionful and humorous

In "The Cracker Jack," Johnny Hines, since he is forever supplying the ingredients of a crackling good story, are rightly the ingredients of a crackling good story, out with an unusual amount of humor and pace right to the finish, and the audience always count on whenever a Johnny Hines picture comes to town. Johnny apparently never fails and the result is a refreshing story that one can hope for in a motion picture.

"The Cracker Jack" is the story of a college youth who determines to wake up his uncle's factory, and accomplishes his aims in a decided and original way. Johnny goes through six reels of action and achieves a most glorious victory. That is just what he does, and the result is a picture that one naturally feels that he deserves. "The Cracker Jack" is all that it spells. You can



# Shorts and Star Cuts, All to your Theatre. Use Them!



CUT OR MAT No. 7



CUT OR MAT No. 8

## "CRACKERJACK" WARMLY RECEIVED

is Over Big at Rialto This Week

Johnny Hines' latest "The Cracker Jack" to Theatre is indeed refreshing according to evening by Manager ..... when he lavishly mounted domestic to produce it is like a fresh ocean as "The Cracker Jack." feature is exhilarating and stimulating," commented Manager ..... which our patrons have been enjoying it fact that "The Cracker Jack," Johnny Hines' popularity. Johnny has been with patrons since he can always give a most unusual performance, which is humorous at the same time. "Cracker Jack," Johnny has a title that well suits supplying the necessary fire-works that of a cracker jack. The picture starts out of humor and action which keeps it, and the particularly is what one can ever a Johnny Hines feature comes to life never rests in making his pictures thing story aided by all the vim and zest a motion picture. is the story of an enterprising and wide- no determines to put renewed life and factory force, and the manner in which he decided interesting and highly amus- high six reels of the most hectic sort of most glorious finish. Does he succeed? es, and he does it so convincingly that he deserves every bit of it." The Cracker Jack. You can't afford to miss it.

### PROGRAM READERS

Cyclonic laughter that increases with every foot of film is the order of "The Crackerjack," with the dynamic and scintillating Johnny Hines portraying the role of a go-getter, who brooks no obstacles to gain his ends. There is laugh upon laugh and thrill surmounts thrill in this most ingeniously clever comedy drama of love, business, intrigue and revolution.

\* \* \*

You will find "The Cracker Jack" a veritable tornado of laughs, in which the ever-clever Johnny Hines gives the most remarkable characterization of his career to the screen. It comes heralded as a genuine laugh festival with Bradley Barker, J. Barney Sherry, Horace Haines lending admirable support to the star.



CUT OR MAT No. 9

## Motion Picture Stars Work Hard, Says Johnny Hines

Star of "The Cracker Jack" Gives Insight On Studio Working Conditions and Keeping Fit

The average conception that the life of a motion picture star is a bed of roses is nicely dispelled by Johnny Hines, the star of "The Cracker Jack," now playing at the Rialto Theatre.

When asked recently about his work, the screen comedian said:

"I have no set time for getting on the sets. My hours are not from nine to five, as many people believe is the custom with featured motion picture players. When I am acting in a picture I work right straight through for days at a time giving no time to play. I am up early in the morning and work until late into the night. Many times when I lie in bed, I think of some screen episode that would be funny, and I hop right out and jot it down. If the scene is needed for "shooting" the next day, I call up the property man and tell him the idea I have in mind. It is then up to him to have the sets ready for "shooting" next day if it is at all possible.

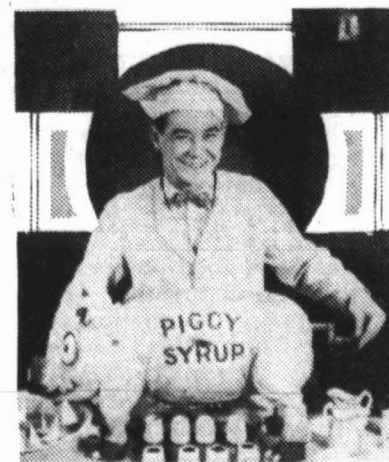
"Many people have asked me if I have any set rules of exercise for keeping in trim so that I can do my athletic stunts. Hard work is about the only exercise I have and I find it is enough to keep me in condition. "Of course, the old saying "that all work and no play makes Johnny a dull boy" may fit in with my case, but I make it a point to take three or four weeks off after every picture and do nothing but just loll around playing here and there. It relieves me of that nervous tension developed during the course of taking a picture and the vacation puts me in trim again for another film. It is my contention that the motion picture star must obtain some rest or relaxation between pictures, since the strain of production days is so great that it utilizes practically every bit of strength the star possesses. So, looking at the whole situation impartially, the lot of the motion picture star is not as easy as it looks, because like every other business, the man or woman who rises to the top of the ladder gets there only through hard, consistent endeavor."



CUT OR MAT No. 10



CUT OR MAT No. 11



CUT OR MAT No. 12





CUT OR MAT No. 4

"The Cracker Jack" which comes to the Rialto next week has an unusually excellent cast headed by Johnny Hines, who rollicks to further fame by the cleverness of his portrayal in this production... Assisting the dynamic star are such screen luminaries as J. Barney Sherry, Bradley Barker, Henry West and Horace Haines, all of whom contribute greatly to the raciness and zest of the production.

Among the many interesting scenes depicted in "The Cracker Jack" which comes to the Rialto next week heralded as Johnny Hines' most successful feature, movie-goers will be able to view Miami's show places. The complete cast spent five weeks in the sunny south on location and managed to obtain the use of the famous Deering Estate and the Masonic Temple as locales for the production. This is the first time either of these gorgeous buildings have been used in pictures.

When Johnny Hines went to Miami, Florida to film some sequences for "The Cracker Jack," which comes to the Rialto next week, he little knew that his popularity would be the cause of taking an extra week to complete his scenes at the famous winter resort. So many invitations were piled upon the dynamic comedian that in order to fill the major part of them, he decided to begin work at six in the morning to allow him the opportunity to take care of a few invitations each evening. Even this schedule did not suffice, so that to please his many friends Johnny remained in Miami for seven days more than he expected.

Johnny Hines certainly earns the soubriquet of Cracker Jack in his latest picture of the same name which is booked into the Rialto next week. Aside from stopping a revolution in a South American country, Johnny in the role of Tommy Perkins, gives our advertising geniuses a host of clever stunts in his campaign to put Perkins stuffed pickles on the map. Johnny's cleverness is not only productive of rapid-fire results, but the innumerable number of laughs he puts into the production makes "The Cracker Jack" one of the most highly humorous pictures Johnny Hines has made to date.

One thing is always certain in a Johnny Hines picture and that is comedy of an original nature. Thrills also may be found aplenty with a bit of love interest for good measure, so that when this inimitable comedian's latest feature "The Cracker Jack" comes to the Rialto next week, the patrons of this theatre may well expect to find a production of merit. Advance reports indicate that "The Cracker Jack" bears all the earmarks of greatness and it is our tip that those who wish to see it when it opens Sunday evening, had better be at the Rialto early. We'll be there!

Presto, chango, sesame! Like the old magicians of the Arabian Nights, Johnny Hines causes a ramshackle, unkempt, unbusinesslike factory to change into a snappy, progressive and hustling institution. His indomitable energy and the ingenuity of his sales-sense permeates his uncle's old pickle factory, and it literally gets up on its hind legs and kicks out for all it is worth... and it's worth a lot after Johnny, in the role of Tommy Perkins decides to put Perkins' stuffed pickles on the map. How he does it, and the number of laughs he manages to put into the picture makes "The Cracker Jack," the outstanding effort of his career. It is now current at the Rialto, and is very much worth seeing.



CUT OR MAT No. 5



CUT OR MAT

## "THE CRACKER JACK" WAR

### Johnny Hines Goes Over

The attention that Johnny Hines is attracting at the Rialto Theatre to a statement issued last evening. At this particular season when the and sex pictures seem to predominate, it is a breeze to play such pictures as "The Cracker Jack."

"This Johnny Hines feature is as it is rollickingly funny," comments one of our critics, "and the manner in which our comedian attests strongly to the fact that Johnny Hines has once again rung the bell and established himself solidly with the public. He can be counted upon to give a most thrilling, actionful and humorous performance."

In "The Cracker Jack," Johnny Hines, since he is forever supplying the audience with the right ingredients of a comedy, is out with an unusual amount of humor, pace right to the finish, and the audience always count on whenever a Johnny Hines picture is shown. Johnny apparently never tires and the result is a refreshing story that one can hope for in a motion picture.

"The Cracker Jack" is the story of a college youth who determines to wake up his uncle's factory for good. He accomplishes his aims in a decidedly original way. Johnny goes through six reels of action and achieves a most glorious victory. That is just what he does, and he does it so naturally that he deserves the name "The Cracker Jack" is all that it spells. You are

## "The Crackerjack", With Johnny Hines, Sumptuously Mounted

### Many Scenes of Miami's Show-Places To Be Seen in This Feature

Johnny Hines comes to the Rialto Theatre next week in "The Cracker Jack," his latest feature comedy which is reported to be the most sumptuously mounted production this dynamic star has ever contributed to the screen. In order to obtain the proper setting for this whirlwind feature which calls for South American sequences, the star and his complete supporting cast spent no less than eight weeks filming scenes in Miami, Florida. Included in these sets, the magnificent Deering Estate, justly famed as the most gorgeous residence in Miami, will be seen. It was on this location that Hines and the complete cast spent no less than two weeks in order to film the host of sequences called for by the script. The results obtained are reported to have more than repaid Johnny for the painstaking care with which the action on this particular loca-

tion was taken. Included also in "The Cracker Jack" are some noteworthy picturesque shots of the famed Masonic Temple in Miami. This temple, the architecture of which is based on the ancient temple of Solomon in Egypt, was used advantageously in the production as the home of the South American president, and it is here that Johnny Hines as the likeable Tommy Perkins is received in state and honored for his intrepidity which saved the life of the president and squelched a peon revolution.

"The Cracker Jack" is a typically fast, thrilling and humorous Johnny Hines feature which treats of the star's invincible ingenuity and cleverness in putting Perkins' Stuffed Pickles on the map. The vicissitudes he overcomes, and the escapades resulting from his determination to keep the average species homo in good spirits for a long time. Particularly important and highly entertaining is the vein of rollicking humor that runs throughout the entire length of the picture. In "The Cracker Jack," Johnny Hines is reported to be at his very best, which means that those who enjoy a laugh, a thrill and a bit of love in their cinema fare should not miss out on this production.



CUT OR MAT No. 6



# Says Johnny Hines

## Star of "The Cracker Jack" Gives Insight On Studio Working Conditions and Keeping Fit

The average conception that the life of a motion picture star is a bed of roses is nicely dispelled by Johnny Hines, the star of "The Cracker Jack," now playing at the Rialto Theatre.

When asked recently about his work, the screen comedian said:

"I have no set time for getting on the sets. My hours are not from nine to five, as many people believe is the custom with featured motion picture players. When I am acting in a picture I work right straight through for days at a time giving no time to play. I am up early in the morning and work until late into the night. Many times when I lie in bed, I think of some screen episode that would be funny, and I hop right out and jot it down. If the scene is needed for "shooting" the next day, I call up the property man and tell him the idea I have in mind. It is then up to him to have the sets ready for "shooting" next day if it is at all possible.

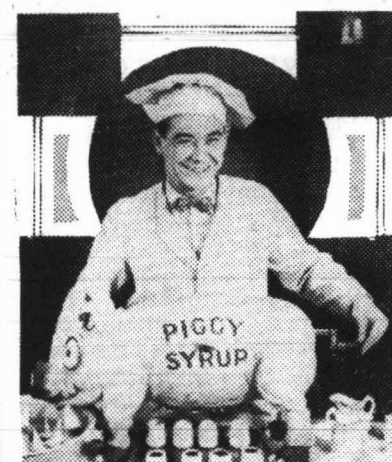
"Many people have asked me if I have any set rules of exercise for keeping in trim so that I can do my athletic stunts. Hard work is about the only exercise I have and I find it is enough to keep me in condition. "Of course, the old saying "that all work and no play makes Johnny a dull boy" may fit in with my case, but I make it a point to take three or four weeks off after every picture and do nothing but just loll around playing here and there. It relieves me of that nervous tension developed during the course of taking a picture and the vacation puts me in trim again for another film. It is my contention that the motion picture star must obtain some rest or relaxation between pictures, since the strain of production days is so great that it utilizes practically every bit of strength the star possesses. So, looking at the whole situation impartially, the lot of the motion picture star is not as easy as it looks, because like every other business, the man or woman who rises to the top of the ladder gets there only through hard, consistent endeavor."



CUT OR MAT No. 10



CUT OR MAT No. 11



CUT OR MAT No. 12

T OR MAT No. 8

## "The Cracker Jack" WARMLY RECEIVED

### Is Over Big at Rialto This Week

Johnny Hines' latest "The Cracker Jack" Theatre is indeed refreshing according to evening by Manager ..... when the lavishly mounted domestic production is like a fresh ocean breeze as "The Cracker Jack." feature is exhilarating and stimulating," commented Manager ..... which our patrons have been enjoying it act that "The Cracker Jack," Johnny Hines' popularity. Johnny has been with our patrons since he can always give a most unusual performance, which is humorous at the same time. "The Cracker Jack," Johnny has a title that well suits the picture, which is a picture of a cracker jack. The picture starts with a lot of humor and action which keeps its interest and the particularly is what one can expect from a Johnny Hines feature comes to the fore in making his pictures interesting and aided by all the vim and zest of a motion picture. The story of an enterprising and wide-eyed young man who determines to put renewed life and energy into the old story, and the manner in which he does it is a most interesting and highly amusing story. The picture is a most successful sort of a story, and he does it so convincingly that it is a most successful sort of a story. The Cracker Jack is a most successful sort of a story. You can't afford to miss it.

## "The Crackerjack" A Perfect Screen Role For Johnny Hines

anted

### Comedy-drama at Rialto Pleases Enthusiastic Audience

Johnny Hines is "in" again with one of his extraordinarily interesting and entertaining features. As "The Cracker Jack," this dynamic star gives a performance that is one of the most refreshing characterizations of his unusually successful career.

As Tommy Perkins, a go-getting college youth who decides to put his uncle's pickles on the map, Johnny Hines starts out with a burst of speed and uproarious laughs that continue right on to the final fade-out, and how well he does this is evidenced by the gales of laughter and the attention of the audience that crowded the Rialto to the doors last evening. In the opening shot of the picture Hines is shown working his way through college by taking employment in a restaurant where he meets Rose Bannon whose father is making plans to overthrow the government of a South American country. In

the process of putting Perkin's stuffed pickles on the map, Tommy later meets General Bannon and Rose. This results in a huge order which is ostensibly for South American export, but when Tommy discovers that the revolutionists intend stuffing his pickles with bullets in order to get them into South America, "The Cracker Jack" uses some uniquely clever means to not only frustrate the plot but he stops the revolution, saves the life of the president and captures the bold, bad bandit who inveigled General Bannon into his revolutionary plans. This is but the merest outline of a plot that fairly smacks of ginger, pep, thrills, comedy and action. Johnny Hines' portrayal of the clever young advertising man and his insatiable vim to put his product over is indeed one of the masterpieces of the screen. Hines possesses a quality of sincerity in his work that forces itself upon the public, and despite the many impossible things he manages to do, one is nevertheless swept along breathlessly right to the end.

Our tip for all is: see "The Cracker Jack." It possesses exhilaration, imagination, and an unusual abundance of laughs and thrills.



CUT OR MAT No. 15



# PRACTICAL

## A Series of Type Teaser Ads Simplified Spelling Contest

### MONDAY

#### WHAT IS A "CRACKERJACK" OF A MAN

He is not a "Corking Good Fellow," a Prince of Men" nor is he a man who is "Fair, White, Clean and Upstanding all the way through:"

These phrases don't begin to describe him!

You may get more of an idea if you watch this space to-morrow!

### TUESDAY

A "CRACKERJACK" OF A MAN is someone who is much better than "delightful, fascinating, attractive, amiable and graceful!"

In this space to-morrow we're going to make another attempt to give you a faint idea of what the word really means!

### WEDNESDAY

A "CRACKERJACK" is not only enchanting, bewitching, captivating, alluring and fascinating in his manner . . . He is more than such poor words can tell, and beyond our feeble efforts of the past few days to describe. However it's necessary that you should know the true definition so we shall continue our duty in this space to-morrow.

### THURSDAY

A man might be "good" and "lovely" in the eyes of his mother, a "thoroughbred good sport" to his dad, the most "regular guy" in five states to his brother and still he would fall short of being a

"CRACKERJACK"

You may begin to realize that few of us are "crackerjacks". We've only met one in our life and we'll try to find more words to tell you about it in this space to-morrow:

### FRIDAY

A "CRACKERJACK" is more than "charming, winning, modest, cultured, reserved and well poised in his manner" . . . He is more than "brave, strong, unselfish and devout in his bearing" . . . more than "intelligent, dependable, vigorous and interesting" . . . !

The task of describing him is discouraging . . . almost futile! The only thing we can think of for to-morrow is to draw comparisons with famous men of history who "nearly" were "Crackerjacks." Watch this space to-morrow!

### SATURDAY

#### WERE THE GREAT PEOPLE OF HISTORY "CRACKERJACKS"

There are some who might call Lincoln, Washington, Roosevelt and Wilson 100% "Crackerjacks." It is a matter of opinion whether this term might be applied to Shakespeare, Confucius, Mohammed, Babe Ruth, Billie Sunday, Sarah Bernhardt or Will Rogers!

Take the good points of all the people you know and roll them all in together. Add the most flattering words you can find in the dictionary. Then season the whole with a "two-fisted, never-say-die," American of the George M. Cohan type and you MAY have some conception of what a "Crackerjack" is! To-morrow is our last attempt to define this word. Be sure and read it!

Here's a new and unique attention getter in the way of a contest for the most simplified spelling of words descriptive of

"THE CRACKERJACK".  
Offer passes for the most cleverly written paragraph describing the picture or Johnny Hines and USING SIMPLIFIED OR PHONETIC SPELLING. Tell them that as many words as possible in their description, must be spelled EXACTLY AS THEY SOUND. PHONETIC SPELLING is used by several national advertisers and in numerous instances by people in letter writing and everyday walks of life. From time to time there has been agitation by various academic interests to adopt phonetic spelling in place of the present method of adaption from dead languages and the influence of foreign words. In adapting this suggestion for an exploitation stunt be sure you impress on your public the distinction between phonetic spelling and incorrect childish spelling. The purpose of each contestant will be to write a paragraph using words that ordinarily are spelled differently different than they sound. Words spelled incorrectly for the sake of making them look humorous should not be considered.

The most common example of phonetic spelling in common usage is the word "THROUGH" which is spelled by many people nowadays as "THRU."

As a further example the word "PARAGRAPH" sounds as though it should be spelled "PARAGRAF" and the word "PHILLIP" as though it should be spelled "FILUP".

BELOW IS AN EXAMPLE OF HOW YOUR PHONETIC SPELLING PARAGRAPH SHOULD LOOK.  
SIMPLIFIED SPELLING CONTEST . . . . .

"THE KRAKAJAK" IS THE TYTIL OF JOHNY HINZ NU MOVING PIKSHUR. IT IS THE STORIE OF YUNG TOMMY PERKINS, A TIPICAL AMERIKAN WHOZE NOLEGE OF ADVERTIZING AND WHOZE NERV STOP-ED A REVOLUCHEN AND PUT PERKINS STUFED PIKELS ON THE MAP! THE KARAKTER OF TOMMY PERKINS HAS THE AGRESIVNES OF THE NORTH. THE SHIVALRIE OF THE SOUTH. THE RUGADNES OF THE WEST AND THE SPEED OF THE EAST. THIS PIKTUR IS SPECHULIE REKOMENDED TO PATRUNS WHO WANT FAST ACKSHUN WITH DRAMATIK SUS-PENC KOMEDIE HUMER LUV CENES AND GUD FOTOGRAFIE!

NOTE:—The best paragraphs should be judged according to the greatest number of phonetically spelled words. In addition, the winners should be judged by the kind of words used and the variety. The best paragraph would not only be spelled almost entirely in this manner but would use in greatest numbers those words in the English language which are spelled entirely different than they sound.

TIE UP WITH YOUR NEWSPAPER ON THIS STUNT AND PUBLISH YOUR PARAGRAPHS DAILY. Due to the Cross-Word and other puzzle interests prevalent at the present time you will find your newspaper editor in an acceptable mood for such material.

## POST CARD

### For Your Mailing List

Dear Folks:—

Here's a sparkingly bright and joyous message for you! It's the merriest, the gayest and sunniest of announcements and our vocabulary is spilling words all over in a rousing attempt to tell you about it! We're pepped up and excited and willing to admit it!

Ever read a book or see a play that had a stimulating effect on you? Ever associate with some live wire individual who simply radiates, scintillates, glistens and flashes with personality?

Ever see a motion picture that made you . . .



# EXPLOITATION

## Window Display Tie-Ups

THE WORD "CRACKERJACK" WHICH TRANSLATED INTO COMMON USAGE MEANS ANYTHING "OF MARKED ABILITY OR OF THE HIGHEST EXCELLENCE" . . . CAN BE APPLIED TO WINDOW CARDS DESCRIBING ALMOST ANY MERCHANDISE YOU CAN THINK OF.

IT CAN BE "A CRACKERJACK OF A SALE" OR A "CRACKERJACK OF A POLICY OR RECORD" . . . IT CAN BE A "CRACKERJACK OF A BARGAIN OR VALUE" and it can be a "CRACKERJACK OF AN OPPORTUNITY" . . . "CRACKERJACK MATERIALS AND FABRICS" CAN BE DEMONSTRATED WITH "CRACKERJACK HAIR BRUSHES OR ICE CREAM" . . . ! Go into any store you think will cooperate and your title will aptly apply. Here's a window card suggestion that should be surrounded by merchandise, stills from the picture, stock window card and if possible a one-sheet.

### Do you know what "CRACKERJACK" means??

A man may be a "corking good fellow" . . . or a real "prince of men" . . . He may be termed "delightful, fascinating and attractive as he is amiable and graceful" . . . Women in love might call him enchanting, bewitching, captivating, alluring and fascinating . . . His mother might think him good and lovely while Dad sets him down as a thoroughbred sport and brother dubs him the most regular guy in the world . . . ! You might fit all of these titles to a man and he would not be a "crackerjack."

HE COULD BE ALL THESE THINGS AND STILL HAVE TO GO SOME TO BE A

### "CRACKERJACK"

There are two things in this town that will give you some idea of what "a crackerjack" is. And they are

- (1) THE (MERCHANDISE) IN THIS WINDOW and
- (2) JOHNNY HINES IN HIS NEWEST PICTURE

"THE CRACKERJACK"

Rialto Theatre . . . . . Etc.

## YOU CROSS WORD PUZZLE FIENDS

What are all the words that might describe

# JOHNNY HINES????

ACTIVE - SPEEDY - PEPPY - FRESH  
BUBBLING - SPARKLING - CHEERY  
BRISK - AIRY - GAY - VIVACIOUS  
MERRY - SUNNY - JOYOUS - GLAD  
EXHILARATING - GLEEFUL - BLITHE  
MIRTHFUL - LIVELY - ANIMATED  
BUOYANT - JOLLY

## Lobby Display Suggestions

### CUT-OUTS IN COMPO BOARD

Johnny starts his career (in "The Crackerjack") as a flap-jack artist. In other words he browns pancakes on the griddle in a restaurant window. This sequence plays a sufficiently important part in the story for you to capitalize in the following manner:

Cut out a sufficient number of irregular discs about 18 inches in diameter and paint them to look like pancakes or griddle cakes. Paint one letter on cake so that when you hang them all across your lobby they will spell out the title.

The same suggestion applies to cut-outs of pickles. Johnny's attempts to put "Perkins Stuffed Pickles" on the market offer unlimited opportunities to stress this point in your exploitation.

A third cut-out suggestion for lobby hangers is large Mexican or South-American sombrero hats. Another attractive display would be to use all three of the foregoing lobby hanger suggestions to spell out the announcement: "JOHNNY HINES in the "CRACKERJACK" a story of PICKLES, PANCAKES and REVOLUTIONS !!!

### CUT-OUT OF DICTIONARY

Make your cut-out in the shape and appearance of a large dictionary with pages open. Print the words WEBSTER'S INTERNATIONAL DICTIONARY across the top and on one of the pages letter the words; "CRACKERJACK; an individual of marked ability or of the highest excellence" On the opposite page letter the words; "You said it Mr. Webster! You wrote the definition and JOHNNY HINES HAS DONE THE REST."

Along the bottom across both pages letter the words "You don't know what a real "Crackerjack" is until you've seen the picture!"

### THE SOUTH AMERICAN IDEA IN THE LOBBY

If you prefer to emphasise the revolutionary or South American angle in your lobby your possibilities of decorations are limited only by the number of things you think of when you imagine an atmosphere South of the Gulf of Mexico. The dress and military impliments of the South American Republics are much the same as those of the Mexican and other Latin American Types. Wide brimmed sombrero hats, highly decorated uniforms, old fashioned swords, pistols and guns, cactus plants, bright striped scarfs, Spanish shawls, spurs, broad belts, etc etc. If you dress your lobby up with these things add a painted background of low rolling country with sage bushes, cactus plants, one or two huts and some "Gringos" on horseback or sitting about a fire.

## Street Ballyhoo

A character dressed up as a South American soldier offers opportunity for an attractive and very colorful street advertisement. There are no particular requisites for the costume. So long as the gold braid and decorations are overdone in the manner familiarized with this type of soldier, your costume will be effective. For further suggestions as to detail of uniform glance at the stills of Johnny Hines in the role of an officer. If such a costume is not available a less expensive suggestion is found in the familiar Spanish combination of bright colored sash with boots and the final South American touch with the large brimmed sombrero hat. A placard on the back of your man announces that the "Crackerjack" is in town, etc.

An idea that is far fetched in imaginative qualities and yet very effective is outlined in the following:

Construct a large 5 foot QUESTION MARK out of compo board or very heavy cardboard and paint it black. The "period" at the bottom of the question mark will necessarily have to be constructed so that it is attached directly to the lower end of the mark. One complete side of the display should be made to open up in order to allow a man to step inside and put his legs through two holes in the bottom. Holes on either side allow him to insert his arms through the sides.



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## SUNDAY

### WE GIVE UP ! ! ! !

It can't be done. We've been trying for a week to tell you what a "CRACKERJACK" is but the only one who can do that is

**JOHNNY HINES**  
as **"THE CRACKERJACK"**

He'll tell you . . . and then some . . . If you see him to-morrow at the RIALTO  
In his latest screen triumph of American speed and pep!  
A "CRACKERJACK" OF A PICTURE!

NU MOVING PIKSHUR. IT IS THE STORIE OF YUNG TOMMY PERKINS, A TYPICAL AMERIKAN WHOZE NOLEGE OF ADVERTIZING AND WHOZE NERV STOPED A REVOLUCHEN AND PUT PERKINS STUFED PIKELS ON THE MAP! THE KARAKTER OF TOMMY PERKINS HAS THE AGRESIVNES OF THE NORTH. THE SHIVALRIE OF THE SOUTH. THE RUGADNES OF THE WEST AND THE SPEED OF THE EAST. THIS PIKTUR IS SPECHULIE REKOMENDED TO PATRUNS WHO WANT FAST ACKSHUN WITH DRAMATIK SUSPENC KOMEDIE HUMER LUV CENES AND GUD FOTOGRAFIE!

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Ever read a book or see a play that had a stimulating effect on you? Ever associate with some live wire individual who simply radiates, scintillates, glistens and flashes with personality?

Ever see a motion picture that made you walk out of the theatre in a pleasurable and exhilarating daze? . . . With a story so buoyant . . . with humor that twinkled and a star that flashed . . . so that you were secretly ashamed of the way you laughed, and cried, and raved?

If you want to test your emotions see Johnny Hines latest picture, "The Crackerjack" at the Blank Theatre beginning Sunday night. If you don't get excited then we miss our guess!

Give yourself a laugh treat! Freshen up your sense of humor! We guarantee that this picture will recharge your system with 4,000 volts of joy! !

**THE BLANK THEATRE**

C-C-BURR presents

# JOHNNY HINES<sup>IN</sup>



## "THE CRACKERJACK"

C-C-BURR presents

# JOHNNY HINES<sup>IN</sup>



## "THE CRACKERJACK"

C-C-BURR presents

# JOHNNY HINES<sup>IN</sup>



## "THE CRACKERJACK"

SINGLE COLUMN SIX DAY ADVERTISING CAMPAIGN

A man may be a "corking good fellow" . . . or a real "prince of men" . . . He may be termed "delightful, fascinating and attractive as he is amiable and graceful . . . Women in love might call him enchanting, bewitching, captivating, alluring and fascinating . . . His mother might think him good and lovely while Dad sets him down as a thoroughbred sport and brother dubs him the most regular guy in the world . . . ! You might fit all of these titles to a man and he would not be a "crackerjack."

HE COULD BE ALL THESE THINGS AND STILL HAVE TO GO SOME TO BE A

### "CRACKERJACK"

There are two things in this town that will give you some idea of what "a crackerjack" is. And they are

- (1) THE (MERCHANDISE) IN THIS WINDOW and
- (2) JOHNNY HINES IN HIS NEWEST PICTURE  
"THE CRACKERJACK"

Rialto Theatre . . . . . Etc.

## YOU CROSS WORD PUZZLE FIENDS

What are all the words that might describe

# JOHNNY HINES????

ACTIVE - SPEEDY - PEPPY - FRESH  
BUBBLING - SPARKLING - CHEERY  
BRISK - AIRY - GAY - VIVACIOUS  
MERRY - SUNNY - JOYOUS - GLAD  
EXHILARATING - GLEEFUL - BLITHE  
MIRTHFUL - LIVELY - ANIMATED  
BUOYANT - JOLLY

and a lot more you'll think of  
WHEN YOU SEE HIM IN

## "THE CRACKERJACK"

*A picture no words can paint!*

INTERNATIONAL DICTIONERY across the top and on one of the pages letter the words; "CRACKERJACK; an individual of marked ability or of the highest excellence" On the opposite page letter the words; "You said it Mr. Webster! You wrote the definition and JOHNNY HINES HAS DONE THE REST."

Along the bottom across both pages letter the words "You don't know what a real "Crackerjack" is until you've seen the picture!"

## THE SOUTH AMERICAN IDEA IN THE LOBBY

If you prefer to emphasise the revolutionary or South American angle in your lobby your possibilities of decorations are limited only by the number of things you think of when you imagine an atmosphere South of the Gulf of Mexico. The dress and military impliments of the South American Republics are much the same as those of the Mexican and other Latin American Types. Wide brimmed sombrero hats, highly decorated uniforms, old fashioned swords, pistols and guns, cactus plants, bright striped scarfs, Spanish shawls, spurs, broad belts, etc etc. If you dress your lobby up with these things add a painted background of low rolling country with sage bushes, cactus plants, one or two huts and some "Gringos" on horseback or sitting about a fire.

## Street Ballyhoo

A character dressed up as a South American soldier offers opportunity for an attractive and very colorful street advertisement. There are no particular requisites for the costume. So long as the gold braid and decorations are overdone in the manner familiarized with this type of soldier, your costume will be effective. For further suggestions as to detail of uniform glance at the stills of Johnny Hines in the role of an officer. If such a costume is not available a less expensive suggestion is found in the familiar Spanish combination of bright colored sash with boots and the final South American touch with the large brimmed sombrero hat. A placard on the back of your man announces that the "Crackerjack" is in town, etc.

An idea that is far fetched in imaginative qualities and yet very effective is outlined in the following:

Construct a large 5 foot QUESTION MARK out of compo board or very heavy cardboard and paint it black. The "period" at the bottom of the question mark will necessarily have to be constructed so that it is attached directly to the lower end of the mark. One complete side of the display should be made to open up in order to allow a man to step inside and put his legs through two holes in the bottom. Holes on either side allow him to insert his arms through the sides and a small hole is placed in the front portion directly opposite his eyes to allow vision. Inside two shoulder straps of tape hold the display on his shoulder as he walks around. In large white letters on each side of the question mark pains as follows:

WHAT IS A "CRACKERJACK"?

The above, with nothing further makes an admirable street teaser stunt. If you so desire however you can add another line reading:

JOHNNY HINES HAS THE ANSWER  
at the Blank Theatre

C-C-BURR presents

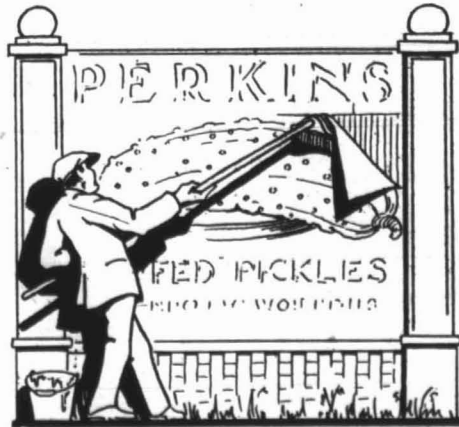
# JOHNNY HINES



## THE CRACKERJACK

C-C-BURR presents

# JOHNNY HINES



## THE CRACKERJACK

C-C-BURR presents

# JOHNNY HINES

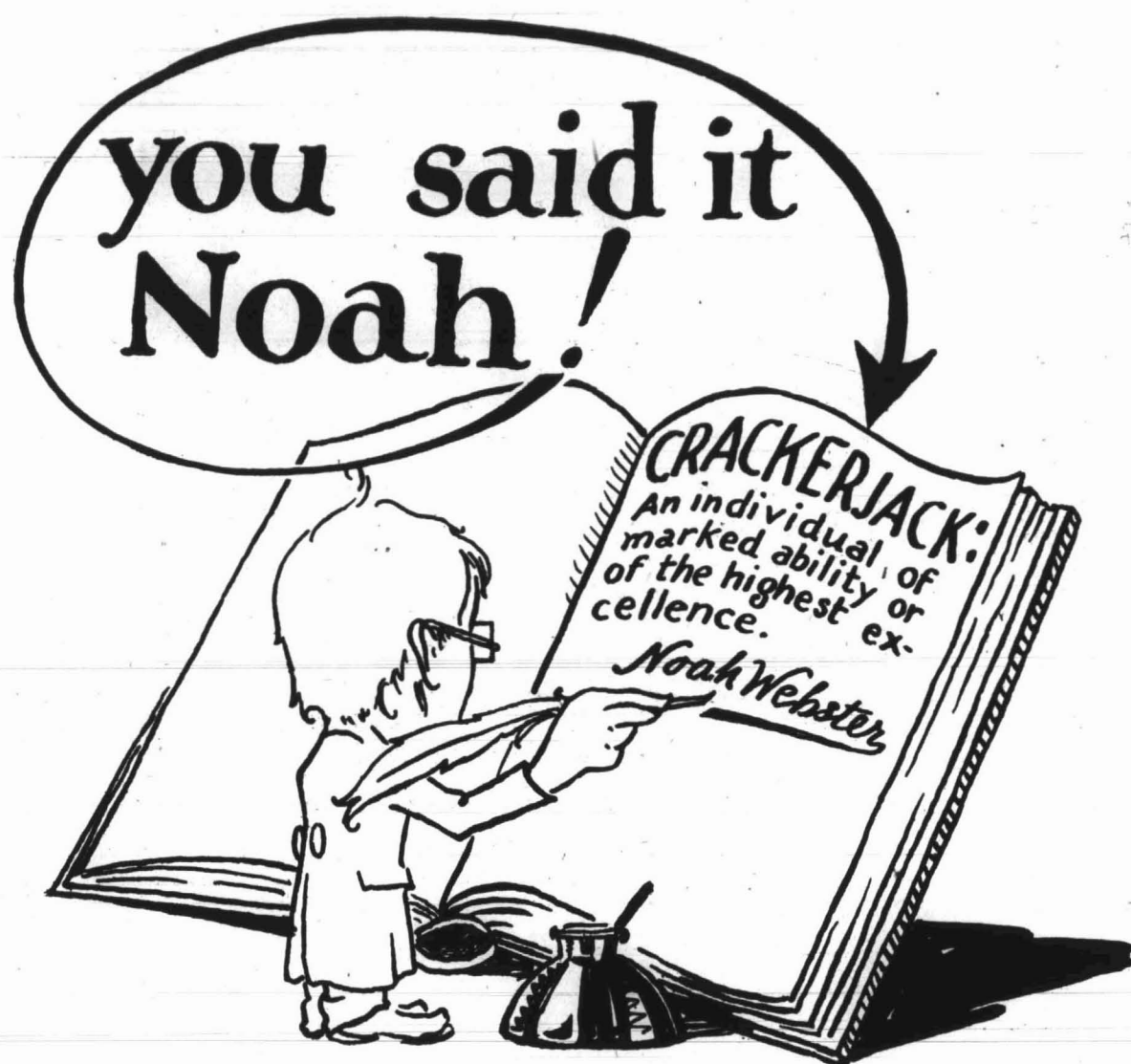


## THE CRACKERJACK

"A CUT A DAY KEEPS EMPTY SEATS AWAY!"



# AND ADVERTI



--just the sort of a role  
**JOHNNY HINES**  
 picked for his latest action  
 picture. Johnny, the go-  
 getter, adds another bright  
 document to his screen record  
 of the typical American.  
**"THE CRACKERJACK"**  
 is ALL that it sounds like!!

*it has* THE AGGRESSIVENESS OF THE NORTH  
 THE SPEED OF THE EAST  
 THE CHIVALRY OF THE SOUTH  
 THE RUGGEDNESS OF THE WEST

-an honest-to-goodness Johnny Hines story!

## BREEZY CAPTION FOR YOUR

Fast and Furious Action—  
 —A Zippy Plot and  
 "THE CRACKERJACK"

Cyclonic Laughter—scintillating  
 ous story and the dynamite  
 "THE CRACKERJACK"

Romance and intrigue —  
 humor that sparkles  
 story of breath-taking

Laughs galore — thrills  
 delight — volts of energy  
 the inimitable J. Hines

Johnny Hines as "THE CRACKERJACK"  
 the aggressiveness of the  
 the East, the chivalry of  
 the ruggedness of the West

The tale of a peppery American  
 ing genius, nerve and  
 sense of humor

## NOVEL IDEA FOR

The scene represents the winning  
 looking in) of one of a famous chef  
 man dressed in white coat and apron  
 frying griddle cakes on a proper  
 window (which is represented by a  
 restaurant scene with waitress waiting  
 hind man. Your man sings some  
 the chorus gets in some gags by  
 to the music. For a more ambitious  
 waitresses in white holding order  
 front for chorus. To add to the effect  
 pancakes to give the impression of  
 might also add an effect of red light

## ODDS AND ENDS

Lumberjack is a woodsman  
 Autojack is a tool  
 American Jack is a flag  
 Flapjack is a pancake  
 Blackjack is a we

## CRACKERJACK IS

Which is the word  
 A STUDY OF AMERICAN  
 Which of the following words are  
 something you are en

A Jim-Dandy!  
 A Humdinger!!  
 A Corker!!!  
 A Knockout!!!!  
 A Lalapalooza!!  
 A Wow!!!!  
 A Whiff  
 The  
 A CRACKERJACK  
 JOHNNY HINES will tell you at the  
 See if you can pick the

ORDER THIS STRIKING HERALD ON "THE CRACKERJACK"

# USING AIDS



## TIONS OUR ADVERTISING

tion—A Red Hot Revolution  
t and Johnny Hines in  
CRACKERJACK”

\* \* \*  
-scintillating wit—an ingeni-  
dynamic Johnny Hines in  
CRACKERJACK”

\* \* \*  
gue --- Thrills and Speed ---  
arkles --- a fast moving  
breathless interest

\* \* \*  
thrills aplenty --- climaxes of  
of energy and pep and  
able Johnny Hines

\* \* \*  
THE CRACKERJACK” has  
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\* \* \*  
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## CA FOR A PROLOGUE

the winlow (audience on the outside  
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at and apron, white cook's hat, etc., is  
a prop stove directly in back of the  
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ings some sort of comedy song and at  
gags by tossing the pancakes in time  
more ambitious prologue a chorus of  
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d to the effect sprinkle powder on prop  
pression of smoke when they fall. You  
of red lights under the stove.

## AND ENDS OF COPY

nan

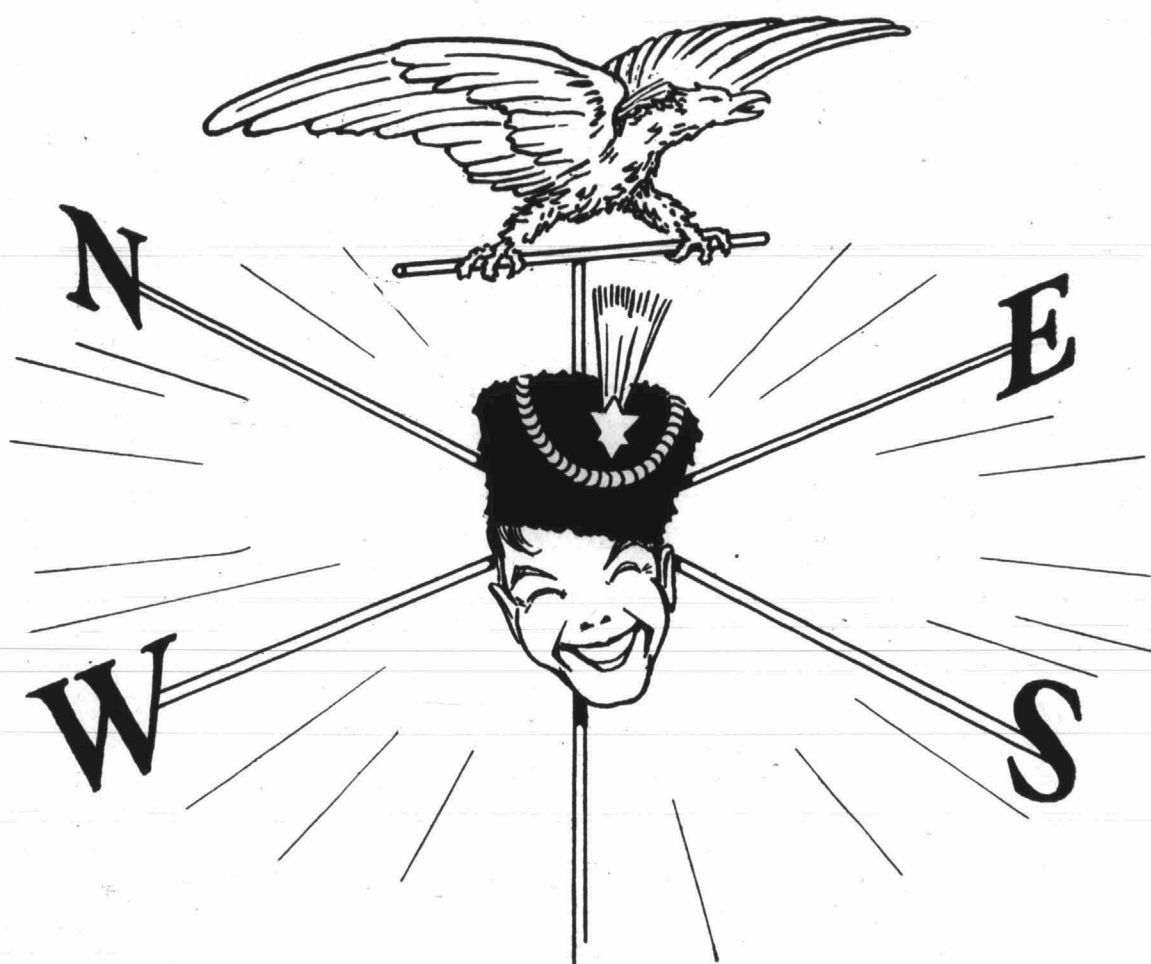
is a flag  
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and  
RACK IS A PICTURE!

the word YOU use most?  
AMERICAN COLLOQUIALISMS  
words are most expressive in describing  
you are enthusiastic over?

t!!!!  
palooza!!!!  
Wow!!!!  
A WHIZ!!!!  
The Cat's Whiskers!!!!  
KERJACK!!!!

tell you at the Blank Theatre on Monday.  
can pick the right word!

*Tommy Perkins had  
the aggressiveness of the NORTH,  
the speed of the EAST,  
the chivalry of the SOUTH,  
and the ruggedness of the WEST.*



To the EAST where Tommy Perkins taught pancakes  
to be acrobats! . . . To the NORTH and WEST where he  
broadcasted the greatest campaign of “wise cracks” ever  
used to advertise stuffed pickles! . . . to the SOUTH  
where he smashed a revolution and fell hard for a pair  
of dark eyes! . . .

YOU'LL FOLLOW

# JOHNNY HINES

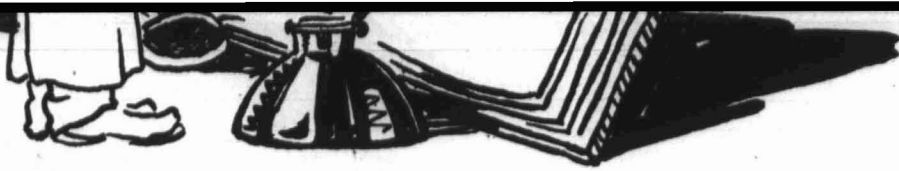
THRU ALL POINTS OF THE COMPASS

in

## “THE CRACKERJACK”

*The tale of a young American with advertising  
genius, nerve, and a well developed  
sense of humor.*





--just the sort of a role

# JOHNNY HINES

picked for his latest action picture. Johnny, the go-getter, adds another bright document to his screen record of the typical American.

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A Lalapalooza!!!!  
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A WHIZ  
The C  
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JOHNNY HINES will tell you at the  
See if you can pick the

ORDER THIS STRIKING HERALD ON "THE CRACKERJACK"

FRONT

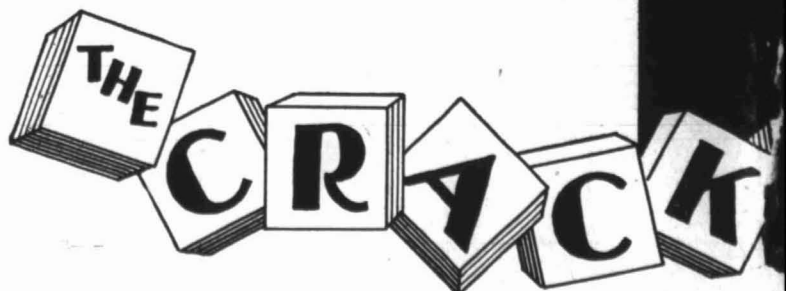


C.C. BURR presents

# JOHNNY

ALL THAT THE TITLE IMPLIES!

A whirlwind picturization packed with side-splitting comedy, romance and thrills.



ry American with advertis-  
e and a well developed  
e of humor

# FOR A PROLOGUE

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# JOHNNY HINES

THRU ALL POINTS OF THE COMPASS

in

## "THE CRACKERJACK"

*The tale of a young American with advertising  
genius, nerve, and a well developed  
sense of humor.*

"CRACKERJACK" DIRECT AT \$3.00 PER THOUSAND

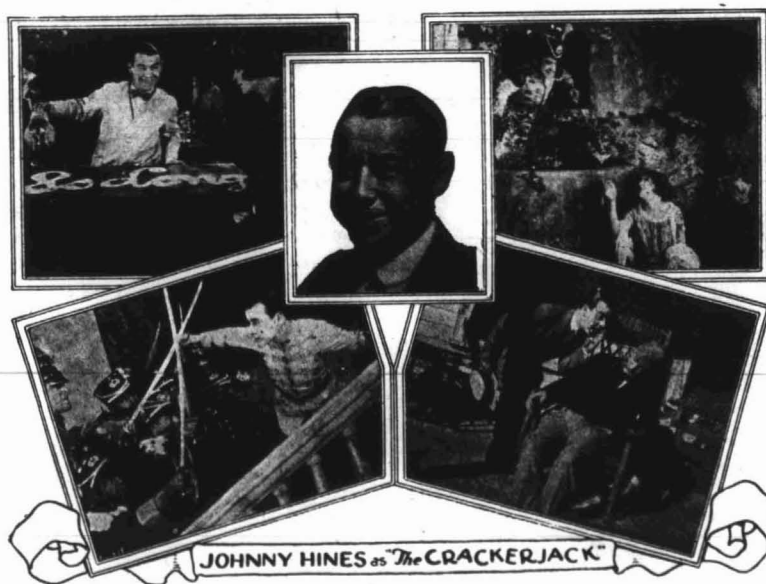
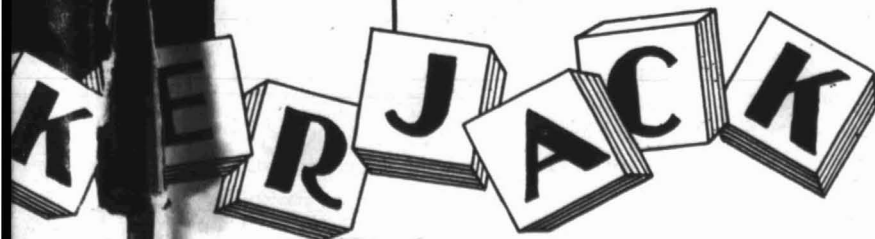
SIDE SECTION

BACK



### A LAUGH FESTIVAL!

Johnny Hines in the greatest  
character role of his career—a  
photoplay as ingeniously clever  
as the star himself.



EXHIBITOR IMPRINT



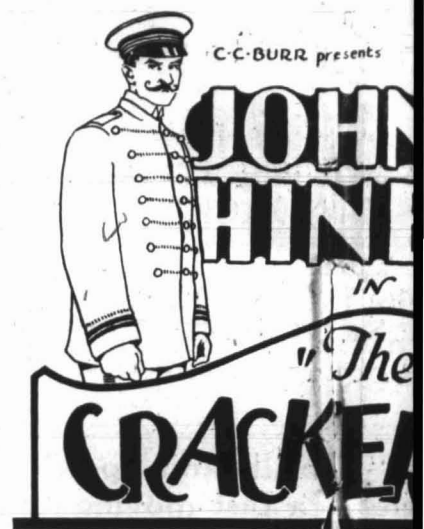




# An Unusually Effective Assortment The Needs of Wide-Away



SLIDE A



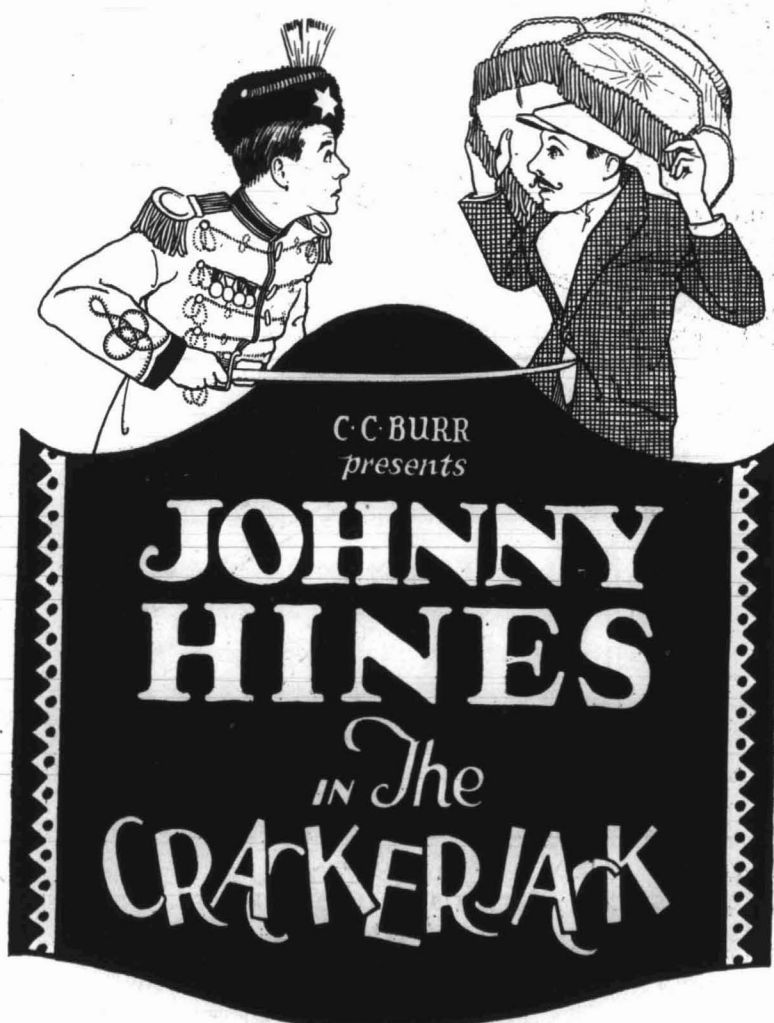
CUT OR MAT NO. 27



CUT OR MAT NO. 28



CUT OR MAT NO. 30



CUT OR MAT NO. 24

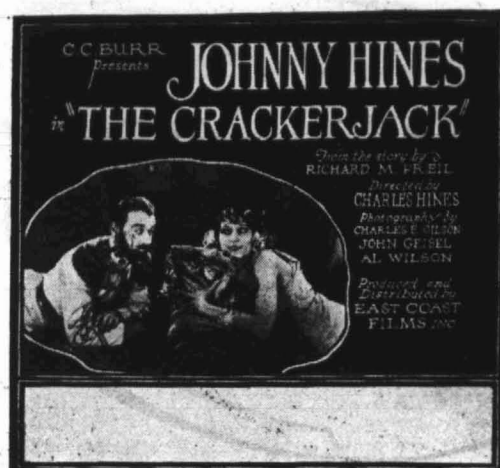


CUT OR MAT NO. 25



CUT OR MAT NO. 26

sortment of Cuts and Mats To Fill  
wake Exhibitors. Order by Number.



SLIDE B



CUT OR MAT NO. 29



CUT OR MAT NO. 31



OR MAT NO. 32

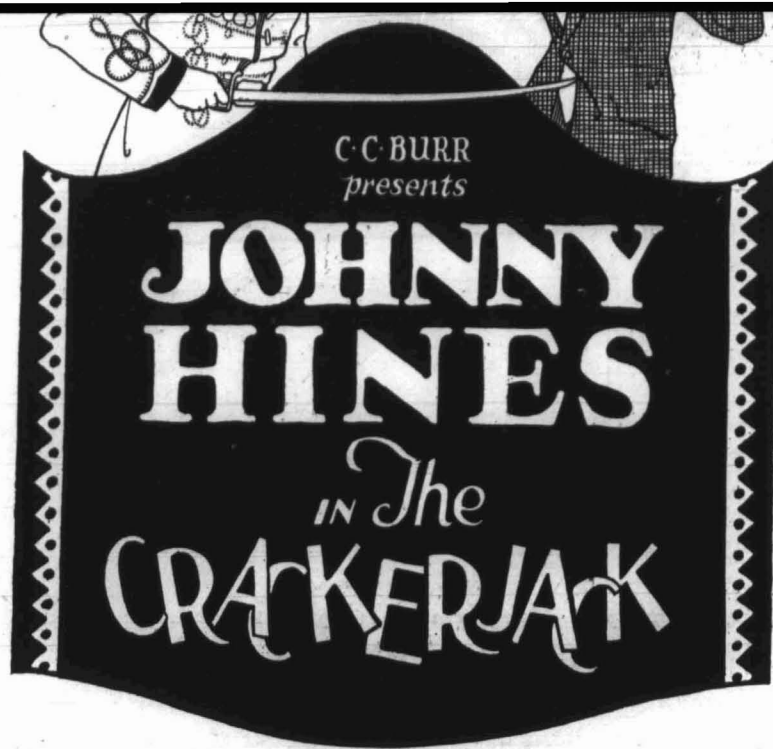


CUT OR MAT NO. 35



CUT OR MAT NO. 36





CUT OR MAT NO. 24



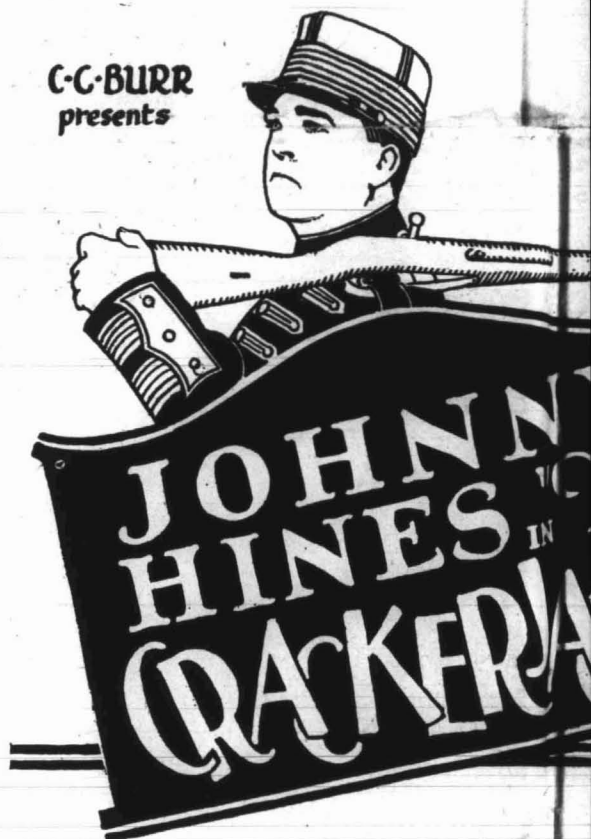
CUT OR MAT NO. 25



CUT OR MAT NO. 26



CUT OR MAT NO. 28



CUT OR MAT NO. 31



CUT OR MAT NO. 32



CUT OR MAT NO. 33

THE CRACKERJACK

CUT OR MAT NO. 29

C.C. BURR presents

JOHNNY HINES

IN *The* CRACKERJACK

CUT OR MAT NO. 31

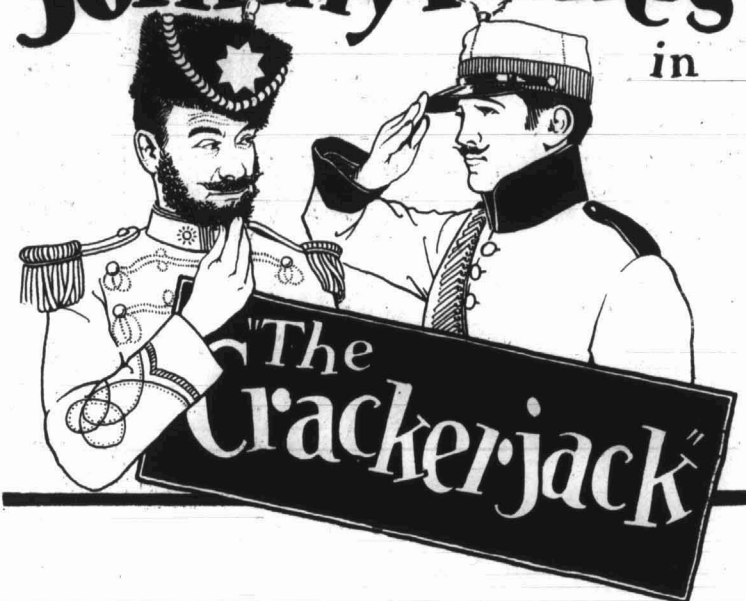


IN *The* CRACKERJACK

CUT OR MAT NO. 35

C.C. BURR presents

Johnny Hines in



CUT OR MAT NO. 36

CUT OR MAT NO. 32

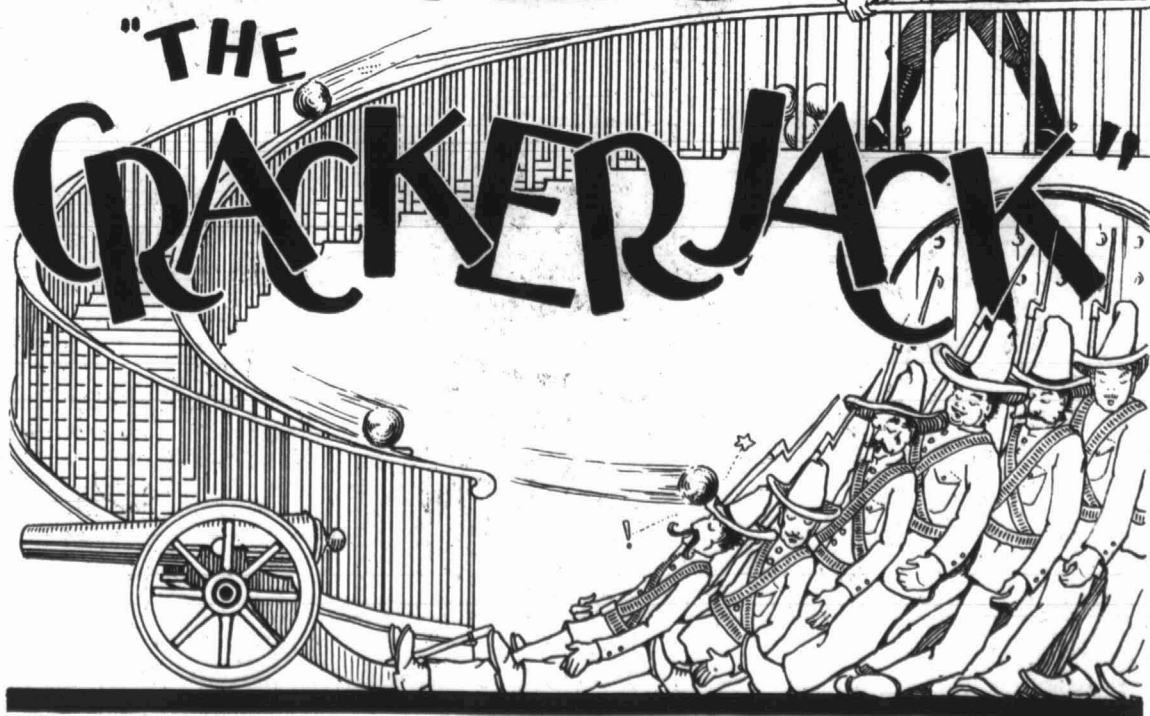


CUT OR MAT NO. 33



CUT OR MAT NO. 34

*He knocks 'em for a row!*  
**JOHNNY HINES** IN



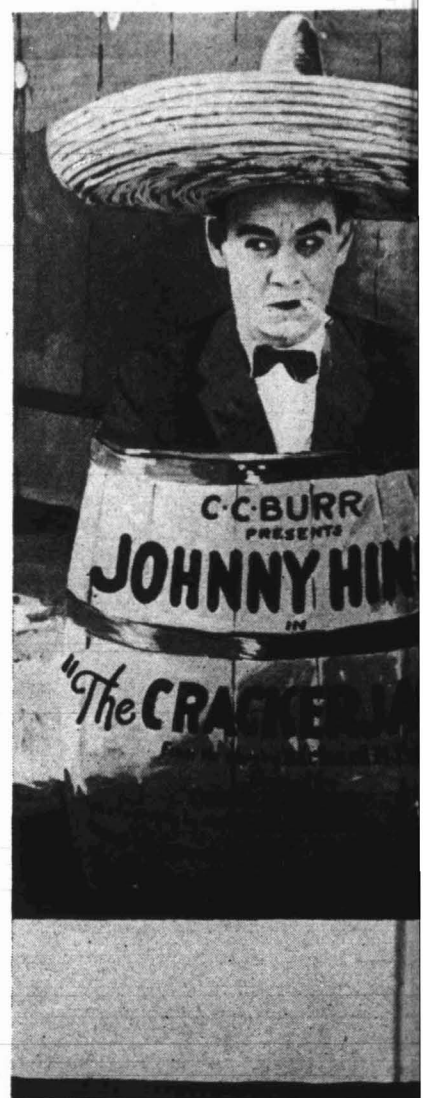
CUT OR MAT NO. 37



# The Most Striking Set of Lithographs Johnny Hines Production -- Use T



3 SHEET A



WINDOW CARD



INSERT CARD



ns Ever Designed For a  
e Them Profusely and Cash In!



CARD



SIX SHEET



TWENTY-FOUR SHEET







C.C. BURR  
PRESENTS  
**Johnny Hines**  
IN  
**"The CRACKERJACK"**

From the story by RICHARD M. FREIL  
DIRECTED BY  
**CHARLES HINES**  
PHOTOGRAPHY BY CHARLES E. GILSON JOHN GEISEL AND AL WILSON  
Produced & Distributed by EAST COAST FILMS INC.

3 SHEET A

WINDOW CARD



INSERT CARD



C.C. BURR  
PRESENTS  
**Johnny Hines**  
AS  
**"The CRACKERJACK"**

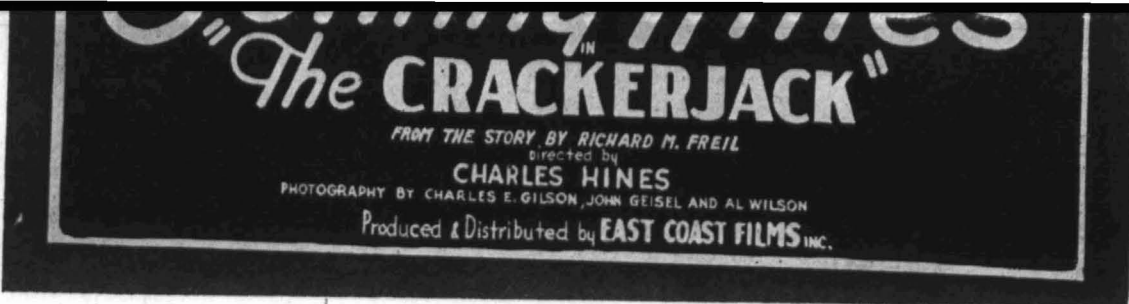
From the story by RICHARD M. FREIL  
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**CHARLES HINES**  
PHOTOGRAPHY BY CHARLES E. GILSON JOHN GEISEL AND AL WILSON  
PRODUCED AND DISTRIBUTED BY  
**EAST COAST FILMS INC.**

3 SHEET B



C.C. BURR  
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PHOTOGRAPHY BY CHARLES E. GILSON JOHN GEISEL  
Produced & Distributed by EAST COAST FILMS INC.

ONE SHEET A



SIX SHEET



TWENTY-FOUR SHEET



SHEET A



ONE SHEET B





# Powerful, Pulling, Attention - Att Lobby Oil Paintings B

SET OF 8 11 x 14's



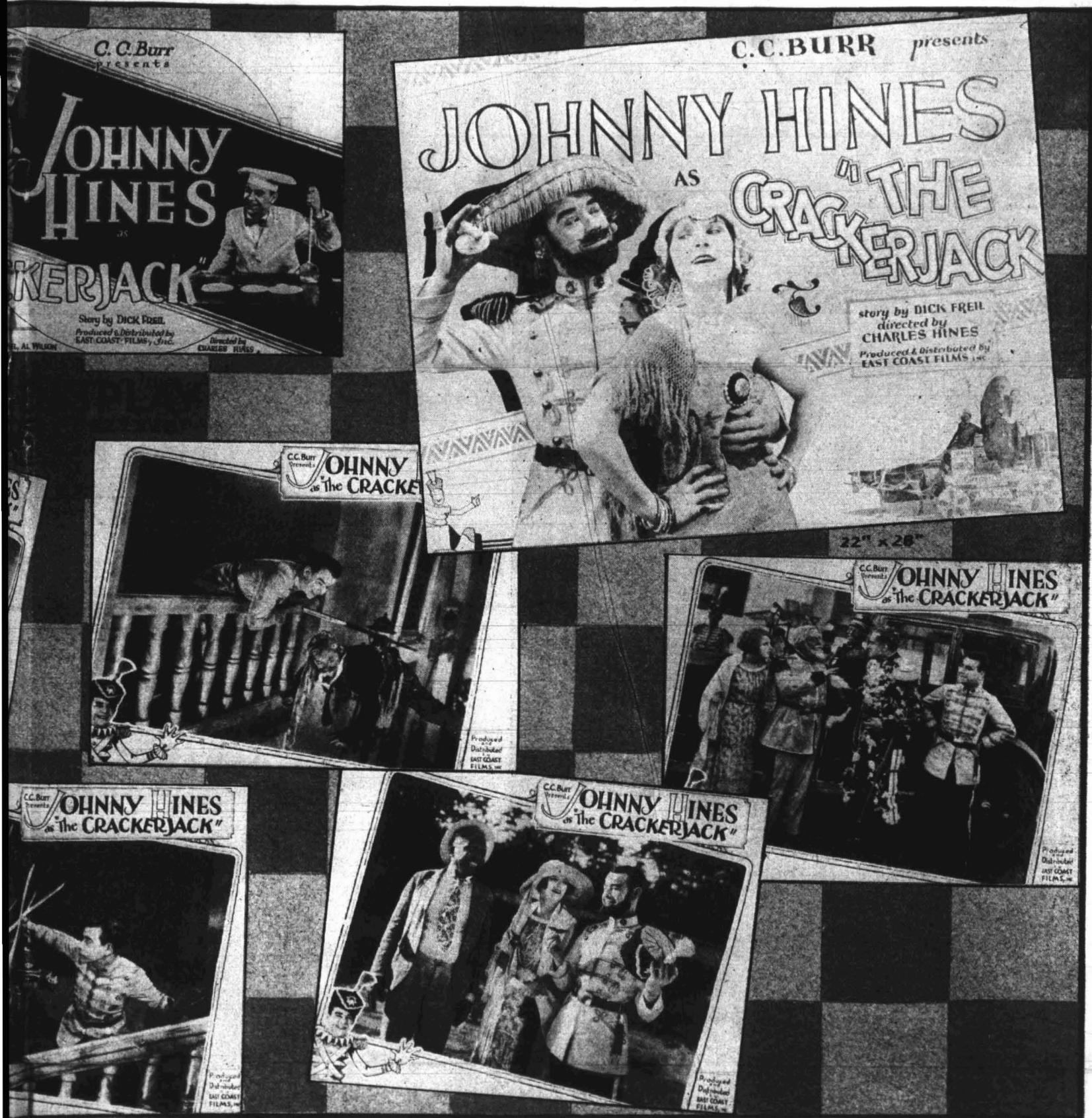
SET OF FRAMED I





# Attracting Lobby Cards And Beautifully Designed To Bring Them In!

AND TWO 22 x 28's



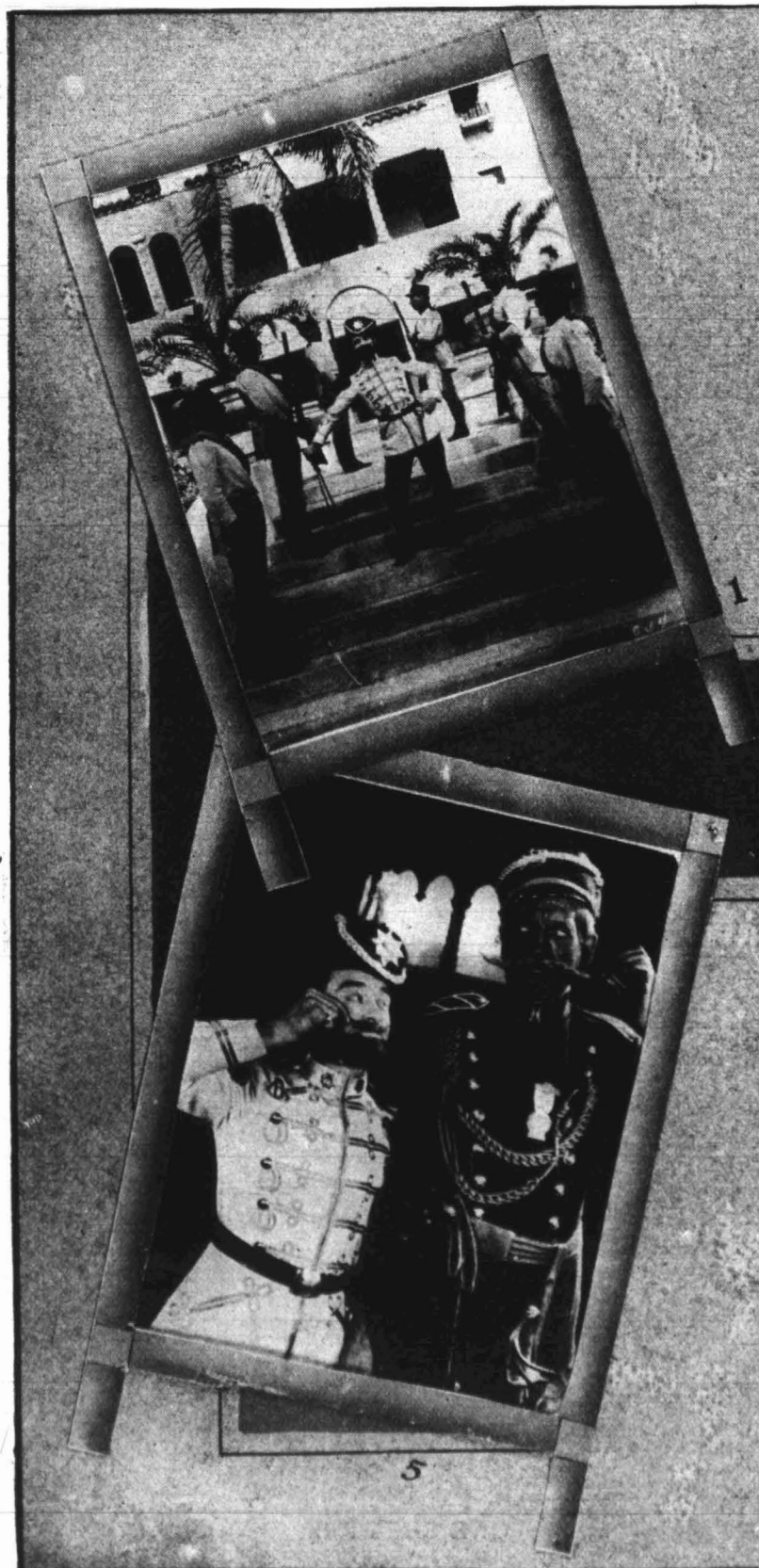
## LOBBY PAINTINGS







## SET OF FRAMED



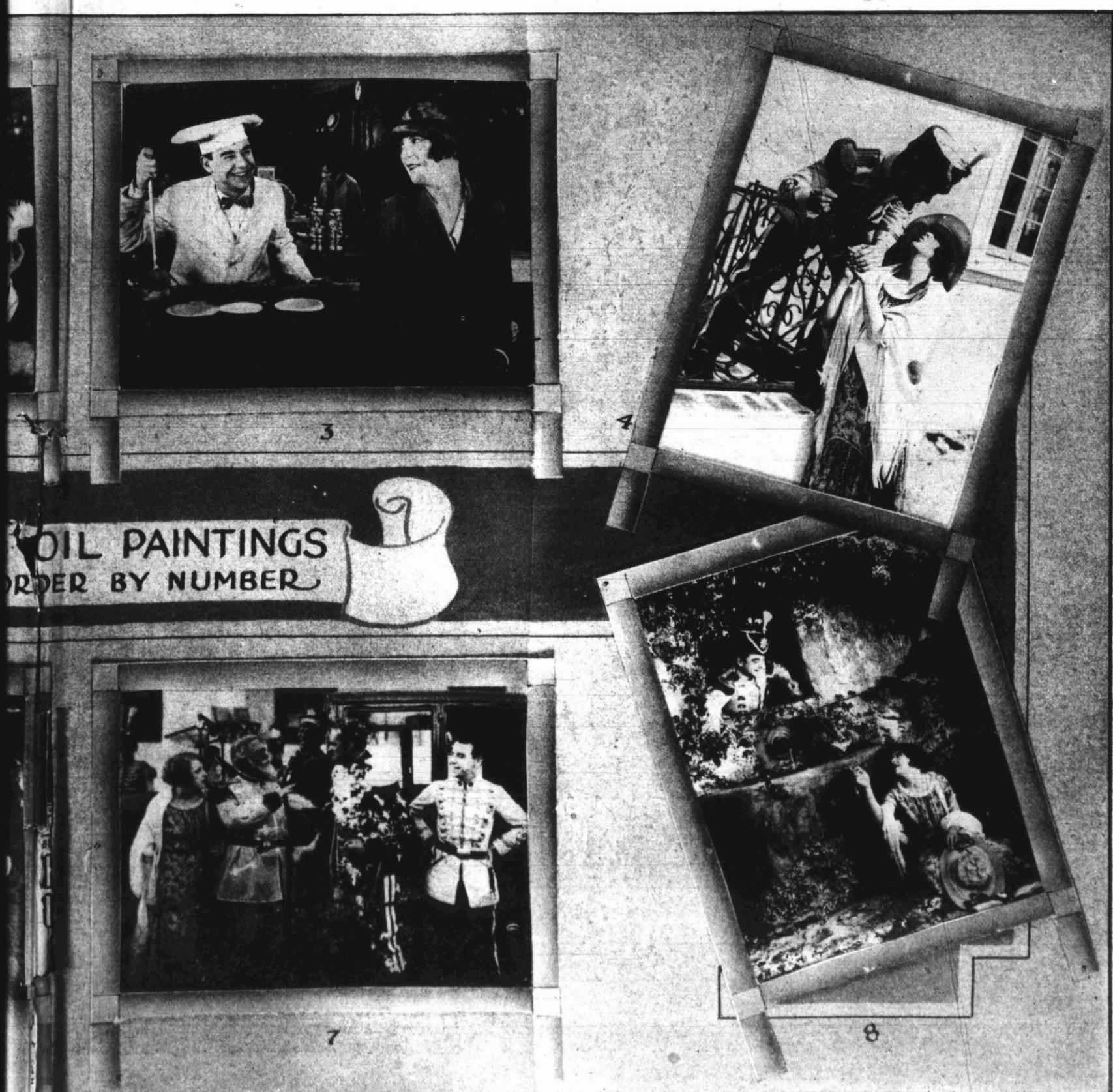
FRAMED  
30" x 40" - ORDER







## ED LOBBY PAINTINGS





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Class M Finding Aid:

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